

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CIX, No. 4

NEW YORK, OCTOBER 23, 1919

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## Dethol

### *A Story of Phenomenal Success*

**D**ETHOL is primarily a destroyer of insect pests. After successfully undergoing most rigorous tests, it was considered ready to market, and a little over a year ago the Dethol Manufacturing Co., Inc., of Richmond, Va., introduced their product.

Their production was small when Advertising Headquarters was fortunate enough to make a connection with this manufacturer. Closely following the opening of the initial campaign, sales began to increase by leaps and bounds.

The Dethol Company immediately increased their output, but scarcely was the first enlargement completed when new operations became necessary to further increase production. Sales have increased over 100% a month, until now, more Dethol is sold every thirty days than was sold in the entire year of 1918.

Dethol has arrived. Advertising Headquarters is pleased to be associated in the success of this worthy product.

## N. W. AYER & SON

### ADVERTISING HEADQUARTERS

#### PHILADELPHIA

NEW YORK

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CHICAGO



**THOMAS' REGISTER OF AMERICAN MANUFACTURERS** is the only work that instantly furnishes a complete list of all the Manufacturers and primary source of supply for any conceivable article, or kind of article—more than 70,000.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. **They all wanted it, ordered it and paid for it,** especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

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# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Company, Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

VOL. CIX

NEW YORK, OCTOBER 23, 1919

NO. 4

## A Returning Sailor Talks on Wages, Production and Loyalty to the Boss

His Travels Had Given Him a New Perspective of Our Complex Industrial Life

By Roy Dickinson

HE was going back home to Vermont with a paradise plume for his wife sewed under his mid-dy blouse, some new ideas about industry in his mind, an honorable discharge in his pocket, and a monkey that he bought at Bahia for \$8.50 in the baggage coach ahead. In addition to these modest possessions, he had during his two years' experience in the navy acquired a working knowledge of the ways of a ship at sea, the behavior of crap dice under varied and unusual conditions, and a profound respect for the ability of Brazilians to consume quantities of hard liquor. And above all, he had a new vision.

Before he went on a training ship, this sailor had never been out of Rutland, Vt., where he worked in a factory employing about 800 men, held a union card, and had often acted upon committees which met with the boss to discuss working conditions. We talked—the sailor and I—for several hours in the smoking compartment of a train, and our joint findings are set down here as a slight contribution to the present all-absorbing topics about production, wages, high cost of living and what-not. Most of the findings are his and were, I think, the result of sitting off across the expanse of windy sea and wondering what the boys back home were doing.

"We never had any trouble up home," he said. "And I don't think we are going to have any more, now that people are taking up the workingman's problems. It seems to me it all depends on the way you look at the old man. If you think he is trying to do the square thing and he proves it, it is only a matter of explaining views to each other. If he is trying to put something over on you that you don't want him to and you find it out, it becomes another story. We always had an easy way to get our story before the old man. He seemed to want to talk things over. I often served on the shop committees and went to him, and I think the talks in his office taught us both something. He saw our side, and we saw what he was up against.

"You talk about the necessity for increased production. I believe it's the only basis a man ought to be paid on. We always got paid by the piece, on what we turned out. I was chairman once of a committee that fixed the piece rate and believe me, it was some job. We had to fix the piece rate on almost 2,500 articles. I have always held a union card and I believe in the idea of unionism if it goes with loyalty to the old man and the company that pays for the baby's shoes. We fixed the piece rate and got everyone to agree on it. We knew beforehand

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that the boss wouldn't cut the price per piece after we had it all set. That stunt may look like economy to the boss sometimes, but it costs real money to any concern in the long run.

#### WHEN MANAGEMENT WORKS FOR ITSELF ALONE

"A shop I heard about up in Bennington set a piece rate in the front office and as soon as a few girls started to make some money out of the new rate, the managers got excited and had another meeting about it. The next thing the people there knew, they cut the piece rate down to a point where the few girls who were working best and hardest made the same per week as they did before and everybody else in the shop was underpaid and sore at the smart girls. And that's what I mean by having faith in your boss. I'm almost sure they're having trouble up in that other plant, but our case is different. We have a real man at the head of it. He runs an open shop that is really an open shop. Some of them are called open but they are really closed. Every time there is a chance the boss fires the union men.

"Our old man thought a long while when we had the ten-hour day before he put in a nine-hour day. We promised that if he tried out the nine-hour day for a few months, we would see to it that the machines kept up their regular rate of production. All the talk was in his front office, and there was no strike. We simply made him a promise if he would let us try it out, he wouldn't lose by it. Well, sir, when the whistle blew everybody was on the job and they didn't wait until the machines had been going a few minutes before they started in their work. After hours you'd see a fellow oiling up his machine to get all ready for the next day's work. We proved to him that the nine-hour day paid better than the ten-hour-day all right. We all worked hard and he got more production. Just to show what kind of a boss he was, and can see an idea when it is proved out, he put in the eight-hour day about six months

before, anybody else, on his own hook, and without us even asking him for it."

That was the kind of a sailor I found. With a union card and an honorable discharge in his pocket, and as good an American as one could find, with a real desire to do right by everybody, including his boss. As a matter of fact, he seemed to put himself in the place of the general public instead of the laboring man,—working, as he had so often been accused, for his own selfish benefit. That is how we got talking on the national topic.

He started it off in a way, by saying "All questions you ask me which affect industry, I have been thinking out on another scale while I've been away at sea.

"We are all Americans, and that right is what we all fought for. I am trying to look at it on the basis of what we, as Americans, want from business after all, what we are all entitled to from business, you and me and the people in my town and everybody else who is not on any particular side of the fence, trying to look out for the best interests of everybody altogether.

"Take the shoe business, for example. Mostly because I don't know anything about shoes, except that I bought a pair in Dallas, Texas, last week, and paid twice as much as I ever paid before."

#### THE CLASSES OF WORKERS AND WHAT THEY SHOULD AIM AT

I won't quote the sailor any further, but will try to set down his conclusions in looking at one particular industry from the point of view of a man who seemed sincerely to have the interest of his country at heart. He had some brass tack, original views; perhaps you will be interested in them.

*First*, a few hundred bosses, as he called them, representing several million dollars of invested capital in control of the shoe business, to take his example.

*Second*, a larger number of managers, salesmen, accountants, bookkeepers, shippers, jobbers, wholesalers and retailers depending for





Size ?  
*It's all in the  
 handling*

See Vogue  
 November 1<sup>st</sup>

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*A Hallmark  
 Advertisement*



THE H.K.McCANN COMPANY

*Advertising · 61 Broadway · New York*

CLEVELAND SAN FRANCISCO TORONTO MONTREAL

their living also on the shoe business.

And third, a tremendous army of men and women operatives actually at work on the job of producing shoes.

The best thing that could happen is that the greatest possible number of shoes should be produced from this combination. That as many people in the United States as possible could have shoes to wear to keep their feet off the sidewalk, of good quality, and at as fair a price as possible. In other words, the proportion of shoes to the population should be high. The operatives making shoes should have wages enough to buy shoes for themselves and their children. As many pairs of shoes as possible should be sold in the world market in competition with other nations also making shoes as long as they are not sold at a cheap price to compete with foreign goods, while people at home pay a higher price for the same product. The proportion of profit paid to capital, to workers in the form of wages, hours of work, all these he insisted were details and the main object was that America should produce as many pairs of shoes as possible at the present time. Further, that we should start now to make good and adequate arrangements for the disposal of that big production when it took place, instead of leaving it all to the old vicious circle where production increasing too fast, an oversupply results which then produces a panic, where the laboring people, "the middle classes" and capital all suffer.

Under the present lack of system, the people who own the shoe industry at the present time, by merely withdrawing their capital would be able to stop the production of shoes, also by agreements they might be able to cut down production so that the demand would remain tremendous and exceed the artificially limited supply, resulting in a higher price on shoes for all concerned. Or on the other hand a bunch of workmen in the same industry can call a strike with practically the same results. Either group, capital or

labor, can act in such a way as to send the entire shoe industry into the waiting arms of Germany, England or anyone else who can make shoes for the world trade and deprive the people in this country of things they have got to wear on their feet to keep from being arrested.

#### A GRAVE WRONG, IF EITHER SIDE HAMPER'S PRODUCTION

The sailor had some actual examples along this line to tell me of the restriction of production; how sheep had been killed in the western ranch country to keep down an oversupply of meat on the market, how fruit and fish had been thrown overboard outside of Sandy Hook unless the price was right at the market to which they were bringing their produce.

He also had some examples of where labor had deliberately restricted production. And he was equally out of patience at both sides, and thought that the Government ought to stop it for his welfare and mine.

Reverting to the shoe business, he maintained that it was absolutely wrong that a whole industry making such a necessity should depend upon the accident that a number of capitalists and a number of workers should at their own discretion think it was worth while to continue in the manufacture of shoes. The Government that he had served for two years should act for the promotion and encouragement of trade, and not always in restraint of it. But that in acting thus positively—to help the business—it should act for the best interest of the community at large, and not in the interest of any one particular group, either labor unions or owners of plants.

Industry, upon which we all depend for a living, is almost the only part of our Government that isn't worked on a representative basis, and the sailor was prepared to question some of our very methods of government, not in any revolutionary way, but merely with an idea of suggesting a betterment for the benefit of himself

(Continued on page 134)

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# Color Space in The American Woman

## FOR 1920

No premium is charged for inside covers in two colors and only a slight advance for three and four color work.

Printed on good calendar paper and the best Miehle two-color presses, these cover positions offer to publicity advertisers wishing to reach the most responsive audience in the small town field, the most attractive buy offered by any other woman's publication.

As the number of cover positions is limited, prompt action is necessary.

## THE AMERICAN WOMAN

*"The Real Magazine of the Small Towns"*

Member of the Audit Bureau of Circulations

*Western Advertising Office*

W. H. McCURDY, Mgr.

30 N. Dearborn Street, Chicago, Ill.

*Eastern Advertising Office*

W. F. HARING, Mgr.

Flatiron Building, New York

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# Ready-Write Paragraphs, Inc.

A New Service for Overworked or Underpowered Copy-Carpenters

By P. K. Marsh

MESSRS. Romer, Kendall, Murphy, Dickinson and the others of the PRINTERS' INK Soviet sort of slipped on this article.

When it passed their editorial blue-pencils it was an innocuous, wholly innocent monograph on copy, but I Machiavellied them. Insinuating my way into the press-room in the dark of the moon after the final lock-up, I changed the lead-paragraphs. And, since it is now too late for them to stop publication, no matter how frantically they may tear their coiffures, I can calmly confess the crime, knowing that I have succeeded in getting paid for what is solely and simply a free-publicity puff for my new venture.

Now having (Step 1) focused your attention by the headline and first paragraph and (Step 2) aroused your interest through the second, according to the Rule-Book, I must at once proceed to Step 3, Creating a Desire.

So here goes.

As you may (or may not) know through your perusal of PRINTERS' INK, I have been studying "Copy" intensively for the past six months, only to fling my findings broadcast and almost gratis to a rapt audience—all for a mere pittance, sirs, a mere pittance. Is that right, in the face of the present H. C. L.? I agree with you. It is not right.

And, since it is all wrong, I am launching an Institution which shall not only carry on this, in all modesty, indispensable service but shall return to me a modicum of profit for the time and energy expended. This institution is to be known as Ready-Write Paragraphs, Incorporated.

Like so many other great businesses, it is based on a startlingly simple discovery.

As suggested in certain articles which I prepared in the old days when I was foolishly giving away

my birthright for meagre messes of pottage, my reading of the more expensive of advertising pages disclosed a surprising condition—advertisement after advertisement could be applied to any type of merchandise merely by the simple expedient of changing the trade-name and signature.

Instantly my agile mind leaped to the parallel—motion-studies in industrial production had led to a science of "Efficiency," and efficiency-experts are making fat fees from coast to coast. How? Largely by standardizing their findings.

Then the same agile mind leaped again to a book I had once found in a second-hand book shop—"The Ready Letter-Writer."

My idea was complete—sprung full-grown from the brain of Jove.

All over the nation there are harassed copy-writers, advertising managers appointed by relationship rather than by experience, and copy-cubs aspiring to loftier salaries—there stood my potential market, vast, receptive, unsated.

Then calmer counsel cautioned me.

## THE PUNCTURE-PROOF PLAN

Thus—"Yes, yes,—but how can you create confidence that these canned paragraphs of yours are good advertising, worth purchasing and inserting in space for which hard-earned dollars must be paid?"

Did this feaze me?

Not for an instant.

Instantly I drew up the fundamental by-law and principle of the new-born institution—"No copy-paragraph shall ever be included in this service which has not already been used in space costing at least \$2,000."

Certainly that \$2,000 minimum proves high quality of copy. Ob-

Only one paper in Brooklyn is absolutely "non-returnable"—that one being the Standard Union.

The bulk of this circulation is delivered into the homes.

Our readers want what they want when they want it.

viously no advertiser spends such a sum on inferior advertising. Ready-Write Paragraphs will thus be big league or nothing.

Now, if I had been in my new business for a few weeks, I could undoubtedly tell you actual stories from real life (like the Memory Schools, Will-Trainers and Public-Speaking Professors) of subscribers now multi-millioning through my assistance.

Since I can't yet do that, I must coax you to subscribe through the reading of actual samples of the ready-made paragraphs which my future subscribers will have ready at hand for instant selection. (I quote at random from galley-proofs of the first publication of the R-W-P., Inc.)

Paragraph 26—"The thousands of satisfied carpenters using . . . are their best endorsement."

NOTE:—For carpenters substitute your particular type of purchaser. Though this may strike a novice in advertising as inconclusive in argument and highly sketchy in appeal, it is good copy because it cost the first user \$250 a word.

Paragraph 40—"Uninterrupted and economical performance is the direct result of high standards of manufacture and concentration upon one product for many years."

NOTE:—A particularly choice paragraph for agency work as it applies to practically anything of a utilitarian nature. Caution—use a strong layout.

Paragraph 42—"To know that they are in your . . . is to be sure of satisfactory service."

NOTE:—No. 42 will prove a prime favorite among agency copy-writers who can find a score of uses for it where the less fortunate advertising manager will have only one.

Paragraph 51—"The enduring excellence of every . . . is daily proof of the classic standards which govern each step of its production."

NOTE:—The utterly feminine atmosphere of No. 51 unmistakably betrays its source in a leading woman's publication. Special warning should be given

to dealers well in advance of publication so that they can make proper preparations to handle the demand.

Paragraph 53—"... popularity is based not on any one quality, but on an all-around desirability which omits no essential of satisfaction. The . . . itself pleases the eye; its performance and economy of operation confirm the good judgment of the purchaser."

NOTE:—No. 53 must be used with more caution than some of the others. "Economy of operation" may, as needed, be replaced with "unusual endurance," "dependable results" or other appealing generality.

Paragraph 60—"Universal recognition of supreme accomplishment is the result of unusual performance—often repeated."

NOTE:—This is a prize package adaptable to movie-features, carpet-sweepers, automobiles, tires, certain drug-preparations, etc., etc. Keep handy for use on forgotten closing-dates.

Paragraph 61—"All you need to be sure of when buying a . . . is that it bears the name. . . . The name . . . means fine . . . , and fine . . . mean . . ."

NOTE:—The blunt simplicity of this reductio ad absurdum treatment will appeal to every Big Boss who cannot understand why his salesmen ever fail to circumvent competition.

Paragraph 77—"It is easy to understand why the . . . has become known, in this country and abroad, (limit territory according to product) as an extraordinary good . . . . The reason is simply the ability of the . . . to remain at its best for months at a time without the need for expert attention. People have learned that this unusual quality means faithful service from the . . . itself. They also find it a source of gratifying and really exceptional economy."

NOTE:—If you have an electric stove, vacuum cleaner, adding machine, heating system or wrist-watch, use No. 77 without trepidation.

That's enough of sampling—there's no profit in giving away my



There's no longer any necessity for argument as to the pre-eminent value of

## Poster Advertising

It has won its way in spite of conditions that would have swamped a less virile medium.

It is now conceded by experienced buyers of advertising to be the BEST possible buy.

The only vital question left to be considered is

***"How may we best profit from its use?"***

And the inevitable answer is—by drafting experienced poster brains with an intimate knowledge of all details, conditions and men connected with the business.

### IVAN • B • NORDHEM COMPANY

*Poster Advertising in the United States and Canada*

*8 West 40th Street*

*New York City*

*Bessemer Building*

*Pittsburgh, Pa.*

Offices in Chicago and Minneapolis

*Canadian Representative*

THE WADSWORTH-NATHANSON CO.  
TORONTO, CANADA

commercial thunder when in a few weeks I can be slitting envelopes and extracting cashable checks for it.

Am I going to use R-W. P., Inc., Service to advertise R-W. P.?

Not by a jug-ful.

Here's the type of live stuff that R-W. P. is going to use:

It was 4:44 P. M., in the advertising department of The Complex Mfg. Co. Ernest K. Oppy, Adv. Mgr., was already dreaming of the first ten. The Big Boss came in. "Ernest," he said, "I've just taken a page in the Special Edition for the Opening of the Ladies Friendly Aid Society Soft Drinkatorium. Get us out a smashing good ad. Copy doesn't need to be in until 6:30."

Shattered—the dream of the links shattered like a bubble!

But Not! A Thought!

R-W. P. will yet save the day-light.

E. K. Oppy picked up the R-W. P. Binder (Ready-Write Paragraphs, Inc.), thumbed through it hastily, selected No. 14, pulled some loose proofs from his indexed file, pasted them on a layout sheet, tossed them masterfully to his secretary and caught the 5 o'clock suburban as it rounded the corner three blocks distant.

What R-W. P. did for Oppy, R-W. P. can do for you.

Write for explanation.

That ought to get your jaded advertising managers coming my way.

When Inspiration fails you, rely on R-W. P.

When your Esterbrook ceases brooking, when your Conklin fails to conk, that's when a fellow needs a friend.

When Jimmy-pipes are unavailing, when Camels flunk, when you haven't an idea worth its area in scratch-paper because you've written the whole darned subject dry—then you need R-W. P.

Why? Because, waiting for you in the R-W. P. binder is an ad already made, merely waiting for you to insert the name of your particular product.

And every R-W. P. ad is a good ad, sure to pass the copy-chief and the Big Man in your client's organization. How do we know? BECAUSE EVERY AD HAS PASSED OUR UNIQUE SURE-FIRE \$2000 TEST. There's not a dud in the whole arsenal. Get our special group offer for agency departments.

And then there are the cubs, the white hopes of advertising, think of what R-W. P. can mean to them—and how they will invest their whole weekly envelopes in response to appeals like this.

To be perfectly frank, Bill had landed his job on bluff and friendship with the President's nephew. He didn't know a halftone from a rate-card, nor Ben Day from Cyrus Curtis. Yet they all

said about him, everywhere in the B—K Co., "That guy's sure a shark on copy, I'll tell the world. He's right there when it comes to slinging language. I can't always get it, but it's great stuff. He's got the Old Man eating out of his hand. And they say he's only 23!"

How did Mr. Newgard do it?

By subscribing to R-W. P. the same day he was hired.

R-W. P. enables the beginner to compete with the old, experienced copy-writers. It puts everyone on an equal basis. With R-W. P. and a good artist you can make your employer sit up and take notice. He will never know why he boosts your salary. Keep your mouth shut and you'll keep him buffaloed.

Full details by return mail in blank envelope marked "Personal."

Do you want a raise January first? Write Ready-Write Paragraphs, Incorporated, TODAY.

Will R-W. P. go over with a bang?

It will—if some of the publications will only soft-pedal some of these would-be-educational editorials on advertising.

Of course, they are intended for only the Buying Public to read but I can't see how I can prevent advertisers from reading them, too.

And do you know the kind of things those meddlesome editorials are saying?

Well, here's a sample quotation from one I found in *Leslie's Weekly*—"The main thing an advertiser wants to do is to tell you plainly just how and why his goods are worthy of your consideration."

Haven't I a right to be sore?

Why, if advertisers ever took a suggestion like that seriously, what would happen to R-W. P.?

I'm asking you!

### An Aviation Account With Crank-Paris Agency

The advertising account of the Mercury Aviation Company, Los Angeles, Cal., has been put in the hands of the Crank-Paris Company, Los Angeles, Cal. A complete campaign which will advertise aviation as a form of recreation has been planned.

This agency has also obtained the account of the Leach-Biltwell Motor Company, Los Angeles. Several export trade papers covering the Central American and South American field are being employed for this account by the Crank-Paris Agency. The Leach-Biltwell organization is one of numerous Southern California organizations which are already engaged or preparing to engage in export trade with Central and South America and the Orient.

## In a Class by Itself

In a recent letter to our Editor from the Package Sales Corporation, South Bend, Indiana, comparing the American Fruit Grower with other advertising mediums, the two paragraphs below appear. No comment is necessary.

*In compiling our general advertising report for the past 6 months, we are indeed pleased with the results obtained through your periodical.*

*The American Fruit Grower produced 48% of the inquiries, the other 14 publications produced the balance—52%.*

## AMERICAN FRUIT GROWER

CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 300,000 monthly

**SAMUEL ADAMS, Editor**

**ROBERT B. CAMPBELL, Publisher**

**J. E. FORD, Advertising Manager**

# Collier's

THE NATIONAL WEEKLY

Collier's, The National Weekly



## A wider vision for Investors

AMERICA's helping hand which has welcomed the world's people to its shores will extend generously to the old world the needed credit to reconstruct its industries. Thus will be strengthened the foundations of law and peace and order.

In the extension of well founded credit to foreign countries, the National City Company plans to do its part. This company through its own organization and representatives in foreign countries, is already equipped for the investigation and marketing on a large scale of the world's high character securities.

Through our Correspondent Office in 35 American cities, many of them connected by private wires, the American investor may be placed in touch with investment opportunity, both here and abroad, and may purchase carefully chosen, recommended bonds and short term notes.

Your investment in these securities helps the work of reconstruction, helps provide for the extension of credit, and keeps your funds earning a liberal income.

To secure a list of bonds and short term notes which we recommend for purchase, please write to E. M. Bell.



You will find a National City Company Correspondent Office in 35 of the leading cities of the country.

In each of these offices you can purchase Government, Municipal, Railroad, Industrial and Public Utility Bonds of the highest character.

Each of these offices is equipped to render sound advice to investors generally, and to kind buyers in particular.

**The National City Company**

National City Bank Building, New York

BOUYS  
SHORT TERM NOTES  
ACCEPTANCE

---

# The National City Company and Collier's

This year the National  
City Company has  
used more space in  
Collier's than in any  
other general pub-  
lication.

## Collier's

THE NATIONAL WEEKLY

J. E. Williams, *Advertising Manager*

---

# Over a Million People

---

More than two million eyes gazing at you, searching for you, smiling in friendly recognition as they meet you—

More than two million ears listening to you, eager to hear the message that you bring—

More than a million mouths discussing you, talking over your proposition, speaking to their friends and their family about you—

More than a million minds thinking of you, weighing you, thoughtfully deliberating on what you have told them—and accepting you—

Visualize it, just for a moment—that vast, composite audience of over a million Daily News readers—that attention of the great Chicago buying majority, focussed on you and your sales story through the nearly 400,000 circulation of

## THE CHICAGO DAILY NEWS

*First in Chicago*



# The Literary Necessities of Advertising

Without Literary Style, It Frequently Will Lack Effectiveness and Real Driving Power

By W. R. Hotchkiss

Ten Years Advertising Manager for John Wanamaker, New York

"In the whole range of English writing nothing so much demands a good literary style as advertising."

THE above statement, written by Robert C. Ogden, LL.D., managing partner of the firm of John Wanamaker, New York, was printed in the Wanamaker advertising on December 3, 1902.

Mr. Ogden, besides being one of America's greatest merchants, was formerly President of Union Theological Seminary, President of the Southern Education Board and the "Father" of the General Education Board. He was a brilliant writer of perfect and forceful English and eminently qualified to make such an authoritative statement as the above, both as a merchant and an educator.

Commercial writing has always been marked by an avaricious tinge. The greed for sales has always shown through the shallow texture of words that so thinly veiled the seller's eager intent.

While the principle of advertising has grown by leaps and bounds, during the past quarter of a century, until it has totally revolutionized both manufacturing and selling and has changed many of the forms of civilized living, there has not been a proportionate development in the art of writing the matter that is placed in the advertising space.

National advertising has made more progress than retail advertising, and has at times shown evidences of skillful literary treatment; but it is only making its beginnings. Retail advertising, more particularly, has not only remained largely in a primitive, if not barbarous, state; but is generally inadequate, unfit, brutally commercial and widely dishonest. Vastly the largest part of it is a

mere exploitation of price and chiefly vulgar solicitation for people to seize some alleged opportunity to profit by "bargains."

In the same editorial from which the text of this article is quoted, Mr. Ogden also said: "It is no mean task to produce advertising that will be read on its merits—advertising that *must* be read, because interesting. . . Advertising that is not interesting is *impertinent!*"

Constantly and blatantly we see the evidence of advertising "impertinence." In his eagerness for attention, the common advertiser rushes at the reader with a shout or a scream—a frenzied exclamation, in the biggest space that he can afford to buy, and the biggest type that the space will hold, because he considers that the most powerful form of solicitation.

This same merchant would not tolerate such brutal manners in his sales people. He would not shout at people from his store door. Why should he permit such ruffianism on the part of his advertising manager?

Only because it is his belief that such advertising sells the most goods. But *does it?*

THE ACCOMPLISHMENTS OF ROGERS, PEET & CO.

What clothing concern in New York sells more goods than Rogers, Peet & Co.? Yet there are many other clothing concerns in New York that spend several times as much money in advertising. Does not this firm's policy prove decisively that it *pays to write interesting advertising?* First, because their plan secures constant readers for their small advertisements, and most of these constant readers become constant

customers—the primary object of all advertising. Second, it enables the advertisers to accomplish more in small space than the “impertinent” advertisers accomplish with their enormously greater expenditure.

What Rogers, Peet & Co., do in a small way, John Wanamaker does in a large way. His advertising space is large. True; but not blatant and never rude. It does not shout or scream at you. It covers large area, because it has a great deal of news to tell, and John Wanamaker has always had the courage and his writers (including himself) have had the skill to make his advertising *interesting*.

He has never been “nervous” about shouting his prices at people. He always announces them quietly, as a matter of added information, at the end of the chapter.

John Wanamaker's first object has always been to create interest for *his kind of store*, his kind of goods and his kind of service. In his more commercial announcements, he has always had the courage and the shrewdness to exploit his goods first and his prices afterward. He has been prodigal, at times, in hiring people to write advertising for him, and to create advertising features to be written about, because he has always recognized the vital importance of creating public desire—desire for his goods and desire to visit his store, and he counted nothing extravagance that accomplished either purpose.

Nothing less than genuine literary skill can produce that kind of advertising.

There can be little question that it was John Wanamaker's lifelong love of books that created his instinct to demand real literary skill in the presentation of his advertising story. He knew that literary quality would add vastly to reader interest in his advertising. The success of his policy is obvious. Perhaps no other advertising ever printed has been more widely and constantly read upon its merits—read because interesting—than the Wanamaker

Store News in the daily papers. This has been true for almost a half century, under the advertising supervision of many different men, of vastly differing literary style and ability, because the principle and policy of making the advertising humanly interesting has always been maintained.

#### THE POLISHED SALESMAN IN TYPE

If it is justifiable at all to lure people to buy our goods, it is entirely proper to use every legitimate influence attainable to accomplish the results desired in the fullest possible measure. We employ sales people of the highest possible skill. We demand that they shall be good talkers—tactful, well-informed, forceful and convincing. The good salesman must have lively imagination, a broad knowledge of human nature and plenty of good sense. The writer of advertising must have all these qualities, with a vastly greater facility of expression, because he cannot show his goods while he talks to his reader. So he must make words supply this deficiency. He must paint the picture of his goods so graphically that they will seem to be right before the eyes of his readers, with all the sheen of the silk, the lustre of the linen, the warmth of the wool, the charm and impressiveness of the new fashion.

What less than highest literary skill can do justice to such a necessity?

The accomplishment of good advertising is no less than to thoroughly develop desire for possession of the goods advertised on the part of the reader. What less than high literary skill can cultivate a reader's languid appetite, appeal to her vanity, or ambition; paint in glowing words the joy that will follow the refurnishing of the home—the family made comfortable and happy, the neighbors amazed, friends pleased, the housekeeper gratified, by the proper selection and purchasing of the goods advertised?

What less could entice the lover of beauty and art?

What less might so effectually tantalize the curious?

What less would so powerfully tempt the thrifty to spend a tidy sum?

What has statement of price to do with stimulating the desire for sporting goods, or the love of books, or music? Nothing less than the literary instinct of a good writer can develop such desires to the point where large and profitable purchases of the essentials of such enjoyments will be made from the stocks of the advertiser.

#### LITERARY ABILITY ESSENTIAL IN THIS KIND OF ADVERTISING

Without literary ability on the part of the writer of the advertising, how shall millions of people be educated to new ways of living, in order to have them make use of the new commodities that the advertiser is manufacturing? Only true literary art and genius can supply the skill, the imagination, the craftsmanship, to portray the merits of the merchandise and to stir up the desires of thousands of readers to possess them.

And yet, some will say that they have done very well without literary ability in their advertising.

Yes: just as swords, old-fashioned cannon and mortars did well in our civil war. Just as the *Oregon* did well in the war with Spain. Just as submarines did well before American sound detectors and "ash-cans" eliminated them from the war just ended.

In those days just behind us when wasteful methods were unsuspected, or at least endured because they were the best the advertiser knew, the results of crude advertising were "good enough." But the costs and wastes of advertising must be reduced, as all other wastes must be eliminated, to take care of the new and necessary increased costs of production.

Advertising must be *made more productive!*

Costly advertising space must no longer be filled with barren copy, that is "impertinent" and uninteresting, because it is produced by clever space-fillers, who write cold and conventional copy to go with frigidly meaningless illustrations.

"General results" are being in-

tensively analyzed these days, and manufacturers are beginning to learn something about where costs are to be charged and from exactly what sources profits are being secured. So "General Publicity" is carrying a burden that cannot be much longer paid. "Direct Results" are going to be demanded, because they can be secured.

The old, crude paraphernalia of advertising building are to be cast aside. What fisherman could succeed with his "catch" if he used such "bare hooks" as most advertisements show? What woman would attract attention to her beauty and cleverness if she adorned herself with such crudities of apparel as are possessed by nine-tenths of the advertising that we see? What man would be tolerated in society or at the club if his remarks were as garish, brainless, rude and noisy as his advertising?

Teaching the world the need of things—things that we have to sell—is an art, requiring the highest order of skill that can be hired and applied. The science of advertising is the secondary part that is to be played. First must come the artful presentation of the wares. Science begins after the art has been applied. Science teaches, but Art creates desire.

Science proves that certain arrangements of strings and keys in mathematical precision, on a sounding board, supported in a case and on legs, will render music when properly played, and calls it a piano; but the scientific description, in infinite detail, with all that the encyclopædia prints in forty pages of small type, about Music, will not sell two pianos a year!

Literary art must paint the joys of possession with all the dreamy sentiment of the harmony of the ages—love, passion, hate, grief, the quick step of the marching soldiers, the lilt of the dance, the soul of the singer, the mother's lullaby, the business man's day of rest, the food of the soul. Then desire is born. The piano is sold.

Most advertising writers to-day are as helpless when facing the white paper as a grammar school

boy would be if sent out to construct a two-mile suspension bridge over some great river. And frequently they are quite as unqualified for the work; though their employers, fortunately for them, are more ignorant than they. This is why there is so much "impertinent" advertising and so little that is humanly interesting.

The best writer of advertising will be the one who takes broad interest in the healthy pleasures of life. He must admire dress in order to inspire others to desire it. He must enthuse over beautiful homes, in order to effectually influence those to whom he must sell his furnishings. He must know much of the desires of men and women; he must be familiar with human vanities and ambitions.

The wrong tone in the presentation of his ware, bad advice, wrong information, soon to be discovered, bad judgment of the people's desires, will ruin any advertiser, no matter what his other mental endowments, or what his literary abilities may be.

The great world of industrial workers little realizes how vital to its continuous prosperous employment are the men, and the copy they write, on whom the manufacturers of their commodities rely to influence the great consuming public to buy the merchandise produced by their labor and skill.

Yet to-day this important profession, of such tremendous responsibility, to the workers, manufacturers and retailers, is largely filled by men who have little aptitude and less training for this highly specialized work. The men, in the advertising craft, who have what Mr. Ogden called "A good literary style," are not only few in number; but their value is rated far below that of the space-fillers who create the bizarre or conventional effects that make it so easy to fill full pages and double trucks in newspapers and magazines.

### Another City Adopts a Slogan

During the observance of manufacturers' week, Pine Bluff, Ark., held a

slogan contest, offering prizes for the best slogan submitted. The prize of \$50 was paid to the author of the slogan "Pine Bluff Welcomes and Keeps You." This was regarded as the best of several hundred which were submitted.

### Advertisement Was Just Too Frank

Some people just naturally don't believe in advertising and others maintain that they've "tried it and it isn't any good." To the latter class undoubtedly belongs the army officer who recently inserted a "Situation Wanted" advertisement in a number of New York papers.

The applicant declared that he "was promoted accidentally and discharged purposely"; that he "had no brain power or initiative, a wonderful bank overdraft and no objection to a big salary."

Then he probably wondered why his investment of fifty cents a line didn't bring him any returns!—Philadelphia "Retail Public Ledger."

### Advertising Course Given by Detroit Adcraft Club

A course in advertising, which seeks primarily to teach the advertisers of Detroit, will be given by the Adcraft Club of that city, beginning October 15.

The following committee has been named to undertake the arrangements for the course.

J. F. Woodruff, of the Campbell-Ewald Co., chairman; Vernon W. Tucker, Apel-Campbell Co.; Joseph G. Nemethy, Chope Stevens Paper Co.; J. B. Mills, sales manager J. L. Hudson; F. V. Martin, Banker Martin Co.; L. A. Pratt, of the Louis A. Pratt, Advertising Co.; and Harry Breitenbach, of J. Walter Thompson Co., Inc.

### Inspiration to Slogan Writers

COHOES SAVINGS INSTITUTION  
Cohoes, N. Y.

Editor of PRINTERS' INK:

It must have been "inspiration" received from reading PRINTERS' INK that enabled me to be the successful contestant for the local slogan. The Cohoes Power & Light Company, offered \$25 for the best slogan for the city. Among the 280 submitted, mine seems to have been the favorite among the committee, as I was awarded the prize. The slogan: "Cohoes, my town, our town, make it your town."

CHARLES R. FORD, Treas.

### Two New Orleans Universities Have Ad Courses

Advertising courses are to be given this year at two universities at New Orleans: Tulane University of Louisiana and Loyola University.

At Tulane University the instruction will be under the direction of Fred L. Meyers, copy director of the Chambers Agency, Inc., New Orleans.

Arthur G. Newmyer, business manager of the New Orleans Item, will be in charge of the course at Loyola University.

# Philadelphia

Is the third largest market  
in the United States for

## Electrical Appliances

"The City of Homes" is a tremendous market for household electric devices such as vacuum cleaners, washing and ironing machines, refrigerators, sewing machines, etc., because so many thousands of its homes now have electric current, and all new houses being erected are wired for electricity.

"The World's Workshop," as Philadelphia is also known from coast to coast, is in constant need of new electric equipment. Its shipyards, locomotive works, weaving and spinning mills, and sixteen thousand various factories, all use current and are constantly buying new electrical machinery and equipment.

Why not apply the "direct current" of Bulletin advertising to get things moving in favor of your machinery in Philadelphia? Establish contact with this remarkably potent field and get maximum power from your advertising outlay, in other words:

## Dominate Philadelphia

Create maximum impression at one cost

by concentrating in the newspaper

"nearly everybody" reads—

# The Bulletin

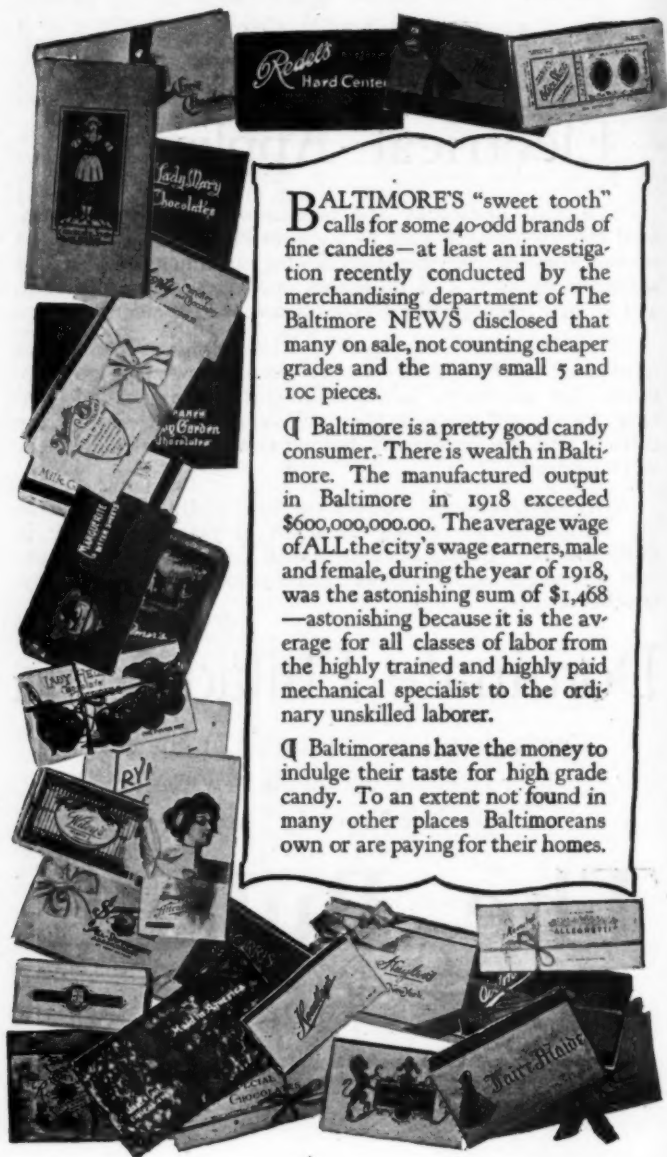
*Net paid average for  
six months ending  
October 1st*

446,311

*Copies  
a  
day*

The circulation of The Philadelphia Bulletin is by many thousands larger than that of any other daily or Sunday newspaper published in the State of Pennsylvania. No prize, premium, coupon or other artificial methods of circulation stimulation have ever been used by The Bulletin.

# CATERING TO



BALTIMORE'S "sweet tooth" calls for some 40-odd brands of fine candies—at least an investigation recently conducted by the merchandising department of The Baltimore NEWS disclosed that many on sale, not counting cheaper grades and the many small 5 and 10c pieces.

Q Baltimore is a pretty good candy consumer. There is wealth in Baltimore. The manufactured output in Baltimore in 1918 exceeded \$600,000,000.00. The average wage of ALL the city's wage earners, male and female, during the year of 1918, was the astonishing sum of \$1.468—astonishing because it is the average for all classes of labor from the highly trained and highly paid mechanical specialist to the ordinary unskilled laborer.

Q Baltimoreans have the money to indulge their taste for high grade candy. To an extent not found in many other places Baltimoreans own or are paying for their homes.





# F R E Y

illustrations have filled many millions of dollars worth of space for national advertisers. The big point is, however, that they have brought back many more millions. The fact is attested by the constantly increasing use of them by the same advertisers. Every Frey illustration of today has years of national advertising experience back of it. This experience obviates the necessity for guesswork if you have national ideas to express.



CHARLES DANIEL  
FREY COMPANY

*Advertising Illustrations*

104 MICHIGAN AVENUE • SOUTH  
CHICAGO

# Sears Roebuck & Company Try Out Sampling Methods With Silvertone Phonograph

Strengthens a Weak Point in Mail-order Selling—How Losses Are Kept Down to Minimum

By G. A. Nichols

**W**HENEVER the sampling idea can be utilized in mail-order selling it can tend to strengthen that method of retailing in one of its weakest points. No matter how effectively a piece of merchandise may be presented in an advertising way and no matter how efficiently the sale may be consummated by mail, there is after all nothing quite so satisfying as actual physical contact with the merchandise, especially when it comes to buying goods that run up pretty well into money.

Nobody is better acquainted with this fact and nobody admits it more freely and openly than the mail-order man himself. Talk to almost anybody high in the councils of retail mail-order and you will find ample confirmation of this statement. Just a few weeks ago Julius Rosenwald asserted in so many words that he fully realized mail-order supplied an illogical and in some ways an unsatisfactory way of buying. The one great obstacle the mail-order house has to fight, according to Mr. Rosenwald—and he surely ought to know—is that the retail store way of selling is natural and easy. This is so among other reasons because the people can see the goods instead of pictures of the goods.

The same thing with variations holds good in wholesale mail-order selling. But it is not so serious there because the transaction is made with retailers who are more or less familiar with the technical points of the merchandise. If a man knows goods he can, by studying pictures and technical descriptions of the goods, form an accurate idea of what

they are like. Anyway he makes periodical trips to market and sees the goods themselves. To him the catalogue is considerably in the nature of a supplementary proposition and he depends upon it to a certain degree as a guide to keep him in touch with merchandise conditions.

The retail mail-order houses found early in the game that it was difficult to sell unknown merchandise by means of the printed word. This did not necessarily mean that the people were suspicious although they may have been. It was only another working out of the principle that people like to see goods before purchasing them. The mail-order houses—most of them at least—have been so honest in their dealings and have made good so zealously and completely on all the statements made by their catalogue that people to-day have more confidence. A brand or an article advertised in the catalogue may be unknown to them. But if the catalogue says it is all right then they are willing to take a chance. They know they can get their money back if they want it—get it back without any argument, quibbling or unpleasantness.

## THE NEW PLAN FOR SAMPLING TALKING MACHINES

On the other hand, as Mr. Rosenwald and others so freely admit, there is a screw loose in the mail-order selling machine. The people, after all, like to see the merchandise before they tie themselves up, regardless of guarantees of satisfaction and the wide open return privilege. This is why it is that the thoroughly alive retailer

does not worry about mail-order. He does not worry for the simple reason that he has little to worry about. He knows well enough that if he goes half as far as the mail-order houses in conserving the interests of his customers and in insuring their satisfaction he can win out. He does this because actual merchandise sells merchandise better than a catalogue sells it.

Sears Roebuck & Co. in full recognition of this principle have put into effect an interesting sampling plan on their "Silvertone" phonographs. Page advertisements in various newspapers are being used to emphasize the catalogue offer to allow a thirty-day trial on one of the phonographs without the payment of any money down. Eight makes of instruments are shown in the advertisement as well as a number of Columbia records.

All the purchaser needs do is pick out the instrument and records he wants and send in the order. He does not have to pay a cent in advance. The phonograph and records are delivered and the customer then has the privilege of using it for a month and subjecting it to any test necessary to prove the mail-order house's claims concerning it. At the end of this time it is the customer's privilege to decide whether he shall make the purchase. The whole thing is left up to him in these unmistakable words:

"If at the end of this thirty-day trial you are not satisfied with the instrument, if you do not believe that it is the equal of any phonograph on the market and that the price is lower than any other instrument of the same quality, size and musical perfection simply notify us and we will take it away at our own expense. This thirty-day trial does not cost you one penny nor does it place you under any obligation to buy."

If the customer decides to keep the phonograph he simply adds to it the price of the records he has selected and then sends the amount in equal payments each month until the total is paid.

The selling psychology of this

plan seems to be practically flawless. The customer, instead of being told that any first payment he may make will be refunded promptly in case the instrument does not satisfy, is informed that he need send no money at all. All he is asked to do is to "sample" the machines at Sears Roebuck's expense and then make up his mind whether he wants to buy.

It will be observed here that Sears goes the average retail store one better. A person can go to any retail dealer in talking machines and have an instrument sent out after making a nominal initial payment. He can get all the store demonstration he wants and have plenty of opportunity—in the store—to satisfy himself as to the worth of the machine. He pays his money down or at least pays cash for some records and the outfit is delivered to him. Then any return privilege is concerned. If there is anything wrong with it. If there is anything wrong with the machine of course it will be rectified. But he has purchased it. It has not been sent out to him on any trial proposition.

Perhaps Sears would sell its phonographs on the same plan were it selling them in a retail store instead of by mail. The selling plan for "Silvertone" phonographs represents one of the host of concessions the mail-order houses must make day in and day out to overcome the natural selling advantages possessed by the retail store.

#### SKILFUL IN CREDIT ARRANGEMENT

At first sight it would seem that a plan like this would be a very risky thing for the advertiser—sending all over the country talking machines ranging in price from \$52 to \$195. It would almost seem that the absolute wide openness of the offer inevitably would lead to abuses. As a matter of fact, though, the number of returned instruments represent only a fractional percentage of those sent out and the loss through defaulted payments is practically nil.

If a meritorious phonograph remains in a household for thirty

days and if it can be kept there through the payment of a nominal sum per month then in ninety-nine per cent of the cases it is going to stay there. At least this is what Sears has found out.

And as to the credit part of the proposition this is by no means the precarious thing that it would seem.

The mail-order houses do not make a great deal of fuss about their credit facilities. They go at the thing in a very simple, quiet and yet effective way. If a man wants to buy on credit from a house like Sears—which he can do on certain specialized things that run up into money—he does not need to send in any financial statement showing his assets and liabilities. He does not have to pass the third degree examination that many times must be undergone by a retailer buying goods for his store. But he is checked up nevertheless and if he is a bad risk Sears can ascertain that fact without any beating of tom-toms.

Take, for instance, this phono-

graph proposition that we are talking about.

To get the phonograph the customer must fill out an order blank which is part of the advertisement. On the blank are listed all the makes of instruments available under the plan and all the Columbia records. The customer checks off the machine and the records he wants. Then the order blank informs the mail-order company that it may ship to the customer's order the phonograph and the records thus checked.

"If after thirty days' trial," the order reads, "I decide to keep and use the instrument I will send you the first payment for the phonograph and any records I may have ordered with it and pay the same amount each month until paid in full. Then the phonograph and records become my property. Should I decide after thirty days' trial that the Silvertone is not satisfactory I will notify you and you are to give me a shipping receipt so I may send the outfit back at your expense."

# The George L. Dyer Company 42 Broadway New York



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

And now note the little credit provision:

"I always have been faithful in paying my obligations," continues the order blank, "and am making this statement for the purpose of inducing you to grant me these terms, and I give you my pledge that you may feel safe in trusting me to pay as agreed."

How is this for psychology?

There are no cut-throat provisions here—no formidable legal penalties that will descend upon the purchaser's head in case he fails to make good. The thing is made a point of personal honor with him. He signs a promise to make good—a promise designed to impress him with the moral as well as the legal obligations. **PRINTERS' INK** has said before in discussions of mail-order credit matters that the average person is honest when you put it strictly up to him.

Even at that the purchaser has to show his responsibility or his lack of it. He does this on the order blank hardly realizing that he is giving Sears Roebuck's credit department all the essential data for checking up on him in an accurate way. He is asked to state how many years he has lived in the town where he is located. If he has been there less than five years he is asked to give his previous address. Then in addition to his business, occupation or profession he must supply two references giving their address and business.

It is easy to see that this simple system is strong enough to check up the dishonest or financially unstable individual upon whom mere considerations of honor might be expected to have little effect.

#### ACCOUNTS NOT OPENED RECKLESSLY

The success of the mail-order houses in selling goods on the deferred payment plan and then getting the money for them with only a fractional percentage of loss supplies another object lesson which the retailers of this country might well heed. Every manufacturer and jobber who maintains a retailers' service department is beset by frequent in-

quiries as to how the retailer can avoid the considerable financial losses that are being forced upon him because of unpaid bills. The mail-order man is teaching his retail store competitor something worth knowing in this matter of credit just as he has done in advertising, price making and some other essentials. The mail-order man has shown that the time to insure the payment of an account is when the account is opened.

The retailers who open credit accounts recklessly and heedlessly are the ones who lose. Instead of agreeing in advance as to the approximate extent of the monthly bill they leave this to the customer himself. Thus the door is wide open for extravagance and the way is provided for people to purchase beyond their means or ability to pay. The mail-order house has only a few open accounts. Credit is extended almost exclusively on individual transactions.

When you get right down to the facts in the case you will have to admit, regardless of whether you admire the mail-order houses, that they not only have done a great work for the consumer in checking prices and increasing merchandise standards, but have shown and are constantly showing the retailer ways in which he can increase his business. The retailer ought to be encouraged to study the mail-order man. Then he will be able to fight the mail-order man to better advantage and also learn a lot of things he ought to know.

#### United Candy Stores Expanding

The United Retail Stores Candy Company, the organization of which was recently announced in **PRINTERS' INK**, has purchased the business of the Fuerst & Kraemer Company, candy maker of New Orleans. According to the *Wall Street Journal*, the New Orleans concern has been doing a wholesale and retail business amounting to \$2,000,000 annually. It has four retail stores in New Orleans and is opening others in Memphis, Mobile and Montgomery. Irvin Fuerst, president of the original company, has become a vice-president of the United Company.





## *Home Building*

The second of the series of  
THE JOURNAL'S  
EFFICIENCY  
HOUSES, in its OWN-  
YOUR-OWN-HOME  
CAMPAIGN, appears  
in the November issue.

The People's Home Journal  
NEW YORK

*For 34 Years the Magazine for Every Member of the Family*

# Fifty-Six Millions for Butterfat

The reports of the Minnesota Dairy and Food Commission for 1918, just issued, show that the creameries of Minnesota paid their farmer-patrons \$56,893,193.19 for butterfat in 1918. In each of nineteen counties, the butterfat receipts were more than \$1,000,000.00. 119,202 farmer-patrons of the creameries participated in this butterfat dividend. This money was paid in monthly checks—an all-the-year-round income for Minnesota farmers.

The cream money is only a part of Minnesota farmers' annual receipts. But it is the part that makes a good market sure in Minnesota every month in the year.

If you want to know more about Minnesota dairy farming and its relation to your sales possibilities, write us for information.



A Journal of Agriculture

WEBB PUBLISHING COMPANY, PUBLISHERS  
ST. PAUL, MINNESOTA

Western Representatives  
STANDARD FARM PAPERS,  
Inc.

1341 Conway Building  
Chicago, Illinois



Eastern Representatives  
WALLACE C. RICHARDSON,  
Inc.

381 Fourth Avenue  
New York City

MEMBERS AUDIT BUREAU OF CIRCULATIONS

# When You Convention, Consider the Salesman

A Traveling Man Tells How He Would Run a Sales Gathering

By Richard Walsh

**L**AST year, the house I was with had a sales convention, some forty of us being brought together. This year, if possible, I would like to save my present house a lot of money and also save the boys a lot of nerve-racking work. This is not meant to be antagonistic to the idea of sales conventions, but it is meant for a salesman's side of the matter.

As we understand it, the idea of a sales convention is to get the men together, get them better acquainted with each other and with the line and also to have them learn at first hand what a decent chap the credit man really is, what a fine crowd they have in the office and to send the men out after the thing is over, convinced that they should "knock 'em dead" right from the first day out.

It is true that on paper this should do the work and it goes without saying that the right kind of a convention will accomplish this purpose.

Now, a salesmen's convention must at best be put on like a circus, keeping in mind that there must be just enough speed to the thing to keep it going fast.

While the house shows itself to be a good fellow by putting on a banquet and a smoker and a theatre party in rapid succession, which are appreciated by all the boys, we realize that what we are brought in for is mainly to do business. There is a lot of work a well organized and well managed sales convention can accomplish—but it must be well organized and well managed.

Sometimes a convention is handled by a man who has never been a salesman or by a man who had the office instinct so strong that he got off the road. It is seldom that there is a man in the house with the real spirit of the road man, and

so the average convention is like sending a gang of section hand Irishmen to a dinner prepared by a newly arrived immigrant from Bulgaria. Both may mean well, but they have a different viewpoint.

The hardest part of the convention is naturally the work part of it. The boys have completed a tough season on the road. They have beat it for the house and for the first time in many months, maybe a year, they have had a chance to get together. Many of them are friends of years' standing. The new men become assimilated. Each man has a relapse after a good hard season and work doesn't taste good. There are a lot of things to gossip over, numerous little impromptu parties must be staged and undoubtedly the pinochle championship must be decided.

## EXPERIENCE HAS TAUGHT HOW NOT TO DO IT

The men are bored if the programme starts out on the first day that the boys are in town, with a meeting at 9 o'clock, a two-hour talk by the credit man, followed by a group luncheon, followed by more talk, followed by a group dinner, followed by a smoker, with the next morning at nine an hour lecture by the superintendent, etc.

The office men who generally stage the convention are trained to sit still for hours at a time. Otherwise they would be salesmen, and would not get a lot of enjoyment out of sitting quietly and listening to some boss talk.

But with the salesman it is different. In the first place, the free cigars which are passed around are no special treat. And in the next place, sitting in a crowded room full of tobacco smoke is something which he is not used to. The boys get "dopy" and nervous and wish they were out of there. Now, as

soon as that feeling gets out among the boys, from then on the convention becomes a matter of lost money instead of an asset.

Another thing, the average salesman is used to doing considerable talking. He has to move around lively. If he can't, he soon ceases to be a salesman. Also very few of the heads of our companies are good monologue artists. And as everybody in the office believes, the salesman sees all the good shows at the expense of the house and so he has a trained taste. Any man to hold his attention for over two minutes must be a mighty good talker—and if he were a good monologue artist, he would be in vaudeville, not around a factory.

Sometimes, the idea is to have each man on the force make a speech, which is interesting if the speeches are held down to about one minute, but you and I know that the average salesman is a poor speechmaker. What is worse is when they take it seriously and write out about 5,000 words to read.

Now, all this isn't necessary at all. A good, first class convention that appeals to the boys can be run off in apple pie order by any man who sees the salesmen's side of the thing. Of course, we can always tell the other fellow how to do it; just as the best place to get the League of Nations' business settled quick and for good is in the barber shop of the smallest town on the territory.

All the same, here are a few things which some of the boys have been talking over and if we were to plan the programme for our own convention, this is how we would do it:

1. The first day, there would be nothing on the programme. Let all the boys get themselves talked out, and let everybody who has a kick to make about his expense check, etc., get it off his chest. No fixed programme for that night, so that private parties, etc., may be cleared away.

2. Next day—a short meeting from 11 to 12 at which the head of the house could get his say said. Right at the start, with everybody fresh, a good talk by the president would hit it off right.

3. Then, for the real meat, we

would stage the business naturally. We would fix up a make believe office or counter and we would put the credit man behind that counter and let him be dealer a while, and then we would get behind that counter and let the credit man come in with his sample case, the day after we had received a mean letter from the house. Then, we would let the sales manager come to our store and we would let him sell us something.

What every road man wants to know is the best way to overcome objections and the sales manager ought to be the one to teach us that.

From another angle, every man on the force has some particularly strong point and in the same way, each man could demonstrate how he handles those points. It would put action into the meeting and it would let everybody have a chance to get into the thing instead of having to sit back and listen to dry speeches.

A sales convention is a good deal like a party. You have a good time if you can play the games and be a part of the thing. The salesman has to have something to do or he will spill over and get nervous.

A salesman said to me a couple of years ago: "Our house certainly did it derndest to show us a good time and make us feel they were glad to see us. The old man went at it hammer and tongs to show us a good time. We were swamped and flooded with good times. He seemed to be saying to us: 'If you boys leave here with stiff necks, out of joint from looking at scenery, and eyes smarting with tobacco smoke and sore feet and stomachs suffering from indigestion, I can't help it. But you're going to be shown a good time, gol dern you.'"

Which brings up a little point in conclusion—the entertainment feature is a matter which requires thought and tact. Don't rub it in. Give the salesman a chance to get his breath. Have enough, but let's remember that enough is plenty. A few well chosen affairs are much better liked and leave a better taste for the next meeting than a perfect riot of stunts.

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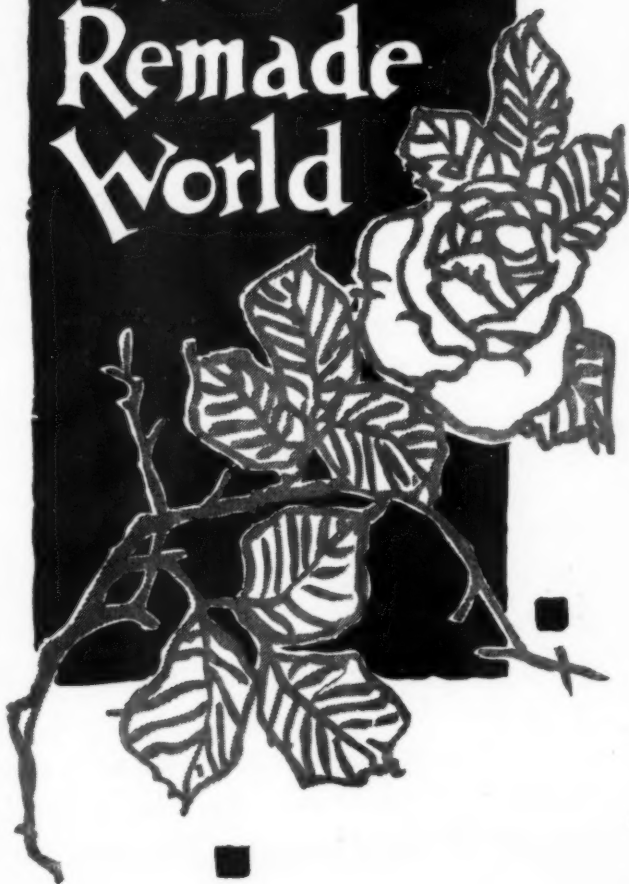
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# The Magazine of a Remade World





## In the Sole Literary Form of Universal Appeal

THE RED BOOK MAGAZINE reflects in each issue the ideas and ideals of modern American life. Its editorial policy requires writers to portray truthfully life as it is really lived. The effectiveness of this purpose is proven by the fact that more than seven hundred thousand copies of this magazine are bought each month by thinking men and women.

The readers of THE RED BOOK MAGAZINE know that it is the ONE magazine which, in each issue, may be depended upon to present the living interests dominant at the moment. How the variety and scope of these interests are encompassed in a single number is indicated by the adjoining résumé of the November contents.



***Ships*** All America realizes that we are again to come into our own on the seven seas. That is why Ben Ames Williams' remarkable American sea story, "Black Pawl," begins in the November number.

***Animals*** The dog is the only animal that has deserted his tribe and gone over to man, "to love, serve and fight for." That is why Albert Payson Terhune's story, "Human Interest Stuff," is in the November issue

***Steel*** There is a new conception of the human relationship as it relates to employer and employee. Harold MacGrath has that for the motif of his splendid story of a great steel man, "The Man with Three Names."

***Business*** Youth brings to big business its own point of view that is very likely to be at wide variance with the business point of view of older merchants. Ida M. Evans makes this very clear in her story, "His Mother's Shoes."

***Domestic*** The family is the foundation stone of the structure of American life. The absorption of the father in business and of Mother and the girls in outside interests is the keynote of "The Good Provider," by Elaine Sterne.

***Science*** The goal of medical science from its beginning has been and still is, to restore life. And that goal is today in sight. That is why Arthur Train's story of "Dr. Lazarus" is published in THE RED BOOK MAGAZINE.

***Youth*** The youth of today in America is quite a different youth from your father's or your mother's. Just how different—reckless, if you will—is reflected in Royal Brown's story, "Two Lumps and No Lemon."

***Justice*** There are really two sorts—man's and God's. Sometimes they parallel and sometimes conflict. The former is the case in "The \$30,000 Penny," by William Dudley Pelley—a story you can never forget.

***Feminine*** The point of view of the average woman with regard to the marriage relation is quite different today from what it once was. One angle of this change is reflected sharply in Fannie Heaslip Lea's story, "The One Before the Last."

***Crime*** The new criminologist declares that no man can sink so low that he is irredeemable. This thesis is defended in a remarkable story of a woman, "Hattie Foley—Pal," by Paul Annixter, a name you are going to see often.

(Concluded on following page)





**Psychic** The world today is being swept over by a new interest in those influences that we know operate, yet cannot define. The functioning of such an influence is reflected in Lieut. Warren H. Miller's story, "Brother to Icarus."

**Negro** The negro of the Southern cotton-field, the negro of the Northern city and the one from either that has worn a uniform are three very different persons. Harris Dickson knows them all. He shows it in "The Jade and the Soldier Man."

Separately presented as they are in these widely different stories, the interests of alive men and women are all encompassed in the illuminatingly brilliant novel—

## "What's the World Coming To?"

By RUPERT HUGHES, who has made his life's work the writing of novels exclusively for THE RED BOOK MAGAZINE, in which are faithfully reflected the shifts and changes of this, OUR day.

THE  
**RED BOOK**  
MAGAZINE

MORE THAN **700,000**  
COPIES MONTHLY

# How to Make the Truth Sound Believable

There Are Occasions When It Seems Too Good to be True Unless Substantiated With Proofs

By R. Bigelow Lockwood

IS there such a thing as a manufacturer's selling arguments being so strong that the truth of his claims is discounted?

This is a question which often confronts both the advertising and sales departments of a concern whose product is truly exceptional in the matter of producing results which are so remarkable that a statement which is the actual truth is likely to be disbelieved. Such a condition places the manufacturer in an unfortunate position. If he tells the truth, his claims are looked upon as a gross exaggeration and the reaction is unfavorable for making a sale.

Particularly does this situation prevail in the technical field where sales arguments are so often based on production figures. What is to be done in such cases? Shall the manufacturer and advertiser stick to the truth, or shall he tell only half the story at the risk of having some competitor beat him out?

The writer put these queries up to the sales manager of a certain machine-tool concern whose product was capable of accomplishing results in time saved of so startling a nature that comparisons between his machine and other types disclosed a difference which was vast.

"In selling our machine," said this representative, "I often compare myself to the man who stood at the corner of Wall Street and Broadway in New York trying to dispose of genuine five-dollar gold pieces for fifty cents apiece. The proposition seemed too good to be true and the noon-day crowd passed him by without purchasing or giving serious consideration to the offer. I recall this story many times in my efforts to convince

prospective customers that my claims for our machine are genuine.

"As a typical example of how we get around this stumbling block, let me recite a recent case. A certain manufacturing concern upon which we had been calling for a long time without success was taking eight hours to turn out a piece of work which our machine could do in fifteen minutes. The shop superintendent was a member of the old school and looked with suspicion on all attempts to better his output. Had I gone to him with the statement that I could produce in fifteen minutes the same piece which was taking him eight hours he would have called me a liar or a fool. And yet the figures were true; too good to be believed.

"My salesman had failed to get a hearing with the old man so I tackled the case myself and finally secured an interview. Remember, I was there on the job to sell the output rather than the machine.

"What time can you make on this piece?" asked old hickory, taking me out in his shop.

## CONSERVATISM WON

"Had I said fifteen minutes I would have found myself in the street, so I told him four hours. This got him interested and after a lot of growling he ordered a machine set up for a demonstration. The day upon which the demonstration was to be given I called in my operator who was to show off the machine.

"Jim," I said, "if you turn out that piece in less than four hours I'll fire you."

"About an hour later the phone rang. It was Jim, very much up in the air.

"'Mr. Blank,' he said, 'I can't possibly kill four hours on that job; it simply can't be done.'"

"'How long can you stall?' I questioned.

"'Well, I might fuss around and kill an hour but no longer.'"

"'Later in the day I dropped around to the shop myself and found the superintendent very much excited. 'That young man of yours,' he said, 'doesn't seem to be working very hard. He's taking things too easy. At the rate he is working your machine ought to be able to handle the job in less than an hour. He's handling it with kid gloves.'"

"'Right here was my opportunity and I made the most of it. 'Of course it can,' I replied. 'That man isn't a real workman; he's only one of the fellows from my office.' And pulling off my coat I got busy and turned out the piece in fifteen minutes.

"'The old fellow's face was a study. 'Why didn't you tell me you could do that in the first place,' he spluttered.

"'Because,' I answered, 'you would have called me crazy, so I had to break the truth to you gradually.'"

"'To-day I can have anything I want in that shop and eight of our machines are installed.'"

The above instance is typical of some of the selling conditions existing in the technical field where the sales arguments are based on time and production and it is necessary first to establish confidence in your claim before you can hope to secure a favorable hearing.

#### TWENTY CALLS TO COUNTERACT WRONG FIRST IMPRESSION

A certain salesman established in a branch office of a large machine tool company, relates an interesting experience in overcoming an attitude of disbelief on the part of a prospect. In this case, the company upon which he was working was finishing a particular piece in one hour. On the salesman's machine the same job could be completed in eight minutes, and at the first call he gave this figure as a time statement for his

machine, with the result that he was practically hooted out of the shop. Refusing to be discouraged, however, he called regularly once a month for nineteen months, but never got so far as the general manager. Finally, on his twentieth call he received word that his man would see him.

Entering the office he found himself standing before the G. M. who was toying with twenty calling cards.

"'I have twenty of your cards here,' was the salutation which greeted him. 'What do I do with them?'"

Some quick thinking was necessary and the salesman arose to the occasion.

"'Hold them until you get twenty-five,' he said, 'and then send them in to my company and they'll send you a broom.' Having unloaded himself of this response he turned and walked out, leaving the general manager gasping for air.

A week later he received a letter from his home office which stated that Mr. So and So had written that a crazy salesman had called on him. The company requested an explanation and the salesman wrote a private letter to his chief outlining the facts and covering his plan.

A few days later a letter came in from the general manager authorizing a demonstration.

Now comes the interesting feature. Picture, if you please, the salesman and the G. M. standing side by side watching the machine turn out a stream of finished pieces in eight minutes each.

Said the G. M.: "This is wonderful. Will you tell me why it took you nearly two years to sell it to me?"

Said the salesman: "Because I made a mistake at my first visit by telling you exactly what the machine would do. Had I told you forty minutes you would probably have been interested. I told you the truth, however, and when you heard eight minutes you concluded that I was either a liar or that I did not know what I was talking about. It took me nearly two years to remedy my

mistake and get a rise out of you."

If this is a condition to be overcome by personal salesmen, the same rule applies to advertising, though to a lesser degree.

A salesman is at a disadvantage in making a statement that sounds extravagant because, at the time, he does not have the backing of his company and the prospect is inclined to place perhaps too much stress on the personal factor, hence the man with whom he is dealing becomes either a "liar," a "bluff" or a "fool."

On the other hand, the same statement made in an advertisement commands more respect because it appears over the company's name and the prospect is dealing, when he reads the ad, with an organization rather than an isolated bit of personality who might promise anything in order to get a trial.

At the same time it will not do for an advertisement to lose sight of the fact that it is essential to get the reader's confidence before action may be expected. There are many advertisers who realize this and who hold back their full story for this very reason.

If the writer may be permitted to refer to his own personal experience in the technical field, which covers a period of thirteen years, it has often been his lot to listen to an advertiser hedge on this question of giving his actual minimum time or maximum output, in his copy.

"I can make 150 of these pieces in an hour," an advertiser will say, "but you'd better let it go at seventy-five, which is twenty-five better than any other method. I'm afraid to say 150 because no one will believe it."

A manufacturer will make this statement in all sincerity and not because he fears his ability to back his biggest claim. He will be content to rest his hope for results on a weaker claim than he could honestly make and live up to.

It is true that many claims are made in technical advertising which are too general in nature.

"Reduces your costs 30 to 50 per cent." "Increase your output 50 to 75 per cent." These are statements which are so general that they lack force, and the technical reader is saturated with them to such an extent that he instinctively classes the real claim, when it comes along, with the old song which everybody is singing.

#### ADVERTISING CLAIMS THAT ARE BELIEVABLE

"We Took Some Common Work, Made Some Tests and Surprised Ourselves," is the headline used by one technical advertiser to announce a surprising time record.

"We honestly surprised ourselves, and now we are going to surprise you," begins the copy.

Confidence building! The attempt on the part of an advertiser to pave the way for the belief of his claim.

"We Reduced the Time From 26 to 4½ minutes," states a machine manufacturer, and then proceeds to tell exactly *how* he did it.

In general, when making a claim for your product that on the face of it, in comparison with other records, looks extravagant, it is good policy to take steps to build up confidence in your record of output or time.

Technical men as a class are rather inclined to carry a chip on their shoulder when it comes to displaying a readiness to accept radical statements. Ninety-nine per cent are from Missouri when a claim is exceptional and are apt to view perfectly truthful statements of results as exaggeration. In this attitude, however, there is little venom toward the advertiser, but rather a good natured, fatherly sort of tolerance for what is looked upon as over-enthusiasm. And it is just this very attitude that makes it hard for the advertiser who really has a remarkable story to tell and who wishes to be taken seriously. The "run along and play" attitude is often one of the hardest sales barriers to be overcome.

Analyze the technical field,

study the men who read technical papers and the reasons behind this attitude become apparent.

Manufacturers, engineers, machine shop men and others of their class responsible for results are naturally inclined to stand up for their own methods. Hobbies and preferences for doing certain work in a certain way are ridden hard in the technical field and the advertiser who attempts to tell a shop foreman or power-plant engineer that his pet methods are wrong is more than often up against a stiff problem.

Confidence is a necessary prelude to successful selling of any kind, but in cases where time and output are concerned it possesses even greater value. Advertisers and salesmen who are faced with the problem of getting their story believed should therefore make every effort to overcome the prospective buyer's indifference or skepticism by linking up their sales or advertising arguments to confidence and proof if they desire to drive their story home and secure for it the attention it deserves.

## Information About Sales Conventions

CANADA, LIMITED.

MONTREAL, P. Q.

*Editor of PRINTERS' INK:*

In a recent issue you ran a letter which you received from the Southwest Cracker Company and which commented upon Sales Conventions.

We would desire to receive similar data which was received by the Southwest Cracker Company. Our Company holds Sales Conventions every year and any information you give us on the subject would be appreciated.

I have been a persistent reader of *PRINTERS' INK* for many years and thoroughly enjoy every issue, which is becoming better as time goes on.

I wish your new baby *PRINTERS' INK MONTHLY* every success. May it grow up to be a hale and hearty companion to your weekly edition.

H. S. BERCHER  
Advertising Manager.

**I**N the last five years *PRINTERS' INK* has from time to time published numerous articles on sales conventions. They discuss the

subject from almost every conceivable viewpoint and deal with various and sundry phases of it. These articles and the dates on which they appeared are given below.—[*Ed. PRINTERS' INK.*]

Subordinates Name of Product, Plays Up New Use. Sept. 4, 1919, page 17.

Sales Convention Rules for Speakers. Apr. 10, 1919, page 194.

District Conventions to "Establish Contact with Dealers." Jan. 4, 1917, page 32.

Morris & Co's. Plan of District Sales Conventions. Sept. 20, 1917, page 45.

Making the Sales Convention Yield Profits for the Year After. July 12, 1917, page 3.

Manufacturer Holds Convention for Jobbers' Salesmen. Mar. 22, 1917, page 113.

Printed Reports of Convention for Salesmen. (Schoolmaster), Feb. 15, 1917, page 157.

Continuing the Sales Convention Through the Mail. Feb. 1, 1917, page 25.

Sales Conventions that Prove Worth While. Jan. 4, 1917, page 49.

How Bauer & Black Sold a Price Advance to the Sales Force. Jan. 4, 1917, page 8.

What makes a Successful Sales Convention. Dec. 8, 1916, page 127.

Sales Conventions from a Salesman's Viewpoint. Oct. 19, 1916, page 10.

Goodrich Company's Idea of a Sales Convention. Mar. 20, 1916, page 59.

Chalmers' Way of Selling New Model. Nov. 25, 1915, page 71.

A Few Confidential Remarks About Sales Conferences. Nov. 4, 1915, page 15.

Advertiser's Its Salesmen's Convention to Consumers. Oct. 14, 1915, page 195.

How to Carry Through a Big Sales Convention. Dec. 3, 1914, page 30.

## Arthur Freeman Heads Window Display Co.

Arthur Freeman, who has been advertising director of Gimbel Brothers, department store, New York, during the last four years, has been made president of Einson Litho., Incorporated, New York, an organization which has been engaged in window display advertising work, during the last six years. He is succeeded at Gimbel Brothers by Sheldon R. Coors, former advertising and sales manager of Lipman, Wolfe & Co., Portland, Ore.

Before becoming advertising director of Gimbel Brothers, Mr. Freeman was advertising manager of R. H. Macy & Co., department store, New York.

## Government Will Advertise Contracts

The order which permitted Government contracts to be made without advertising until further notice on April 28, 1917, was rescinded by the Secretary of War on October 21. Accordingly, in the future, all War Department contracts will, as prior to April 28, 1917, be made only after advertising has been employed.

**THE KANSAS CITY STAR.**

KANSAS CITY, SEPTEMBER 14, 1920—TUESDAY—10 PAGES

PRICE: 10 CENTS

THE KANSAS CITY STAR'S ADVERTISING RATE, PER THOUSAND COPIES, IS LESS THAN HALF THE AVERAGE RATE OF ALL THE LEADING NEWSPAPERS IN AMERICA.

# THE KANSAS CITY STAR

MORNING  
210,000

EVENING  
210,000

SUNDAY  
210,000



# The Average Farmer



**I**N THE market of the past two or three years, no customer has been a better customer than the average farmer.

He has had more money to spend than he ever had before. His standard of living has been rising, his standard of wants has been rapidly going up.

Labor and other conditions have forced him to readjust his methods of working. He has had to adopt more and more labor saving machinery.

And in the house his wife has demanded mechanical helps for her work.

So the average farmer has been buying—carefully, thoughtfully, but liberally.

He is still prosperous. And he is bound to buy more and more during the next year or two.

He has an automobile and needs tires and accessories; he's considering a truck, and watching with keen interest the operation of his neighbor's tractor.

SPENCER, IND.  
**FarmLife**



# is Your Best Customer



Average farmers are readers of Farm Life, and there are now 650,000 of them.

It is not a hand-picked list of millionaire estate owners, neither does it include many of the shiftless and visionary, for they are not attracted by Farm Life's cheerful optimism, or its doctrine of work, progress and betterment.

The Farm Life reader is just the average successful and prosperous farmer. And here are his measurements as shown by the results of an investigation of Farm Life's circulation.

He farms an average farm of 171 acres; and in 77.6 per cent of the cases he owns the farm. He has 4.8 head of horses; 5.2 head of milk cows; and 7.1 head of other cattle. He owns 18.8 hogs, 3.8 sheep and 102.8 chickens.

He is possessed, you see, of some excellent quick assets, and every item on his inventory in these days, is a heavy income earner.

Farm Life has more influence over the lives of its 650,000 average farm readers than any publication is likely to get over a similar number of city readers.

*Farm Life is one of the three great National Farm Papers with a 450 line page. Dominant space costs less than in papers with a larger page.*

## THE FARM LIFE PUBLISHING COMPANY

JOHN M. BRANHAM COMPANY

Advertising Representatives

New York

Chicago

Detroit

Atlanta

St. Louis

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SPENCER, IND.

# Farm Life



*That's Great !  
~that's the kind of  
printing we want !*

*Satisfied, isn't he?*

*And he is not the only  
customer of the Charles  
Francis Press who is  
pleased with the quality  
of work and the per-  
sonal attention that he  
receives.*

*As one customer so apt-  
ly said: "Your service is  
no small part of the sat-  
isfaction we receive in  
our dealings with you."*

THOMAS CREELEY HIM  
FOR REPRESENTATIVE

**CHARLES FRANCIS PRESS**  
PRINTING CRAFTS BUILDING  
NEW YORK

# Come Out of It, South America; Wake Up!

Why South America Should Advise Here to Correct False Impressions

By A. A. Preciado

IF somebody's soothing syrup fails to get across with the dear public there is no one to blame but the soothing syrup people—and the advertising agent. If a great political party fails to put its standard bearer across there is no one to blame but the standard bearer himself and his campaign committee. If a new kind of adding machine is put on the market and it fails to get over there is no one to blame but the adding machine people and the director of publicity. And so forth and at length.

Failure after failure brings on the post mortem and the great American game of passing the buck is on. Bill blames it on John and John blames it on Frank and so on and so on until the poor little office boy may have had his finger in the pie that spoiled the eating. This is the way it usually winds up.

Which leads us to the subject of this sermon.

There is something dead wrong with South America.

If there wasn't anything wrong with that vast continent the populations of Brazil, Uruguay, Chile, Argentine and other countries would be double what they are at present.

There would be vast railroad systems extending into the interior of all these countries.

There would be a tremendous development of the resources, unlimited resources that these countries possess.

There would be better means of communication between the different countries.

There would be railroads that would insure permanent travel from the west coast of South America to the east coast.

There would be millions of immigrants from all countries coming to settle on the vast fertile lands that these regions have in abundance and yet do not use.

There would be less prejudice against the peoples of those countries.

There would be less ignorance of what South America really is, and not what it is believed to be.

We could go on and on "there woulding" but space demands a halt.

SOMETHING LACKING OR COUNTRIES  
WOULD ADVANCE FASTER

Even leading Latin Americans have admitted often to the writer that there is something wrong with South America—that it isn't up and going as fast as a continent that has been settled for centuries and has had every opportunity to better its lot—should be.

Our real, sincere, conscientious and patriotic South Americans blame it to politics. The politicians blame it on the exploiters, and the exploiters blame it on revolutionists, and revolutionists blame it on grafters. The buck is passed merrily on and on just like a hot potato until it returns to its original owners, whoever they happen to be.

South America has been slumbering right next to our own little U. S. A. for a million years. The flame of European civilization spread much faster in the Southern continent than it did up here where we live. Lima, the City of Kings, thrived in its splendor long before Little Old New York wore pants. The gold that flowed from the veins of South America in the olden days would have made the California fields and the Klondike look like a sideshow at a country fair. The harbor of Valparaiso, Chile, festooned with the flags of all nations, had no equal in the early days, and it looked like a winner.

Yet with such a wonderful start South America has been creeping along while the United States of

America has been smashing all speed records. Of course, we got the cream of some of the best manhood Europe could produce—fine sturdy farmers, mechanics, lawyers, inventors and all that, and South America got her share of another brand of immigration. But lets not study the merits of the kinds of people that come over. Let's deal with what actually happened.

This is what happened:

The United States moved and South America to all intents and purposes stood still. It is true she has developed great cities, and arts and sciences. She has produced great statesmen and authors and poets and she has written an enviable history for the future to read but in view of her tremendous potential wealth, her splendid possibilities of development, we are constrained to declare that she has been asleep on the job. The sleeping giant has not awakened.

There are twenty-one republics comprising the Pan-American Union. There are ten republics in South America proper. All are striving to make good. They are trying to become richer. They are endeavoring to build up the back country of their vast territories. They are trying to build up commerce. They are trying to encourage American capitalists to sink their money in South American enterprises. They are trying to induce American steamship companies to put more steamers on South American runs. They are trying to get Americans to build hotels like we build them and run them in this country. They are trying to borrow money to develop the resources that have slept for centuries.

In other words, they are trying to "sell South America." The usual policy has been to send diplomats up here to make after-dinner speeches and to consult with exclusive financiers. They have sent missions to pay their respects to Washington, D. C., and to turn right around and return home. They have sent beautifully written messages in a verbiage that would make Shakespeare ashamed of himself, to the American people

expressing and reiterating their friendship for this country and their adherence to the principles of Washington and Lincoln and Wilson and the L. of N.

#### ADVERTISING IS THE NEEDED IMPULSE

There is not much hope for South America unless she gets onto herself. If she wants to get across in the United States she has got to do more than talk and offer expressions of friendship. She has got to tell the U. S. A. that she has got the goods and that she is willing to show them. She has got to find a Man or a set of Men who think and act in concrete terms and not in those that one can burst with a stick pin. She has got to advertise herself to the American mass. She has got to tell us that she has a beautiful climate, and that she isn't totally in the tropics.

She has got to tell us that her laws and by-laws are liberal and that she offers sufficient guarantees to legitimate enterprises inspired by foreign capital.

She has got to tell us that she is willing to offer to Americans with plenty of pep and jazz all sorts of inducements to go down there and help build up the country.

She has got to tell us that there are regular people down there who can think and speak and live just like ordinary human beings we find up in this northern country of ours.

She has got to tell us that she has got riches galore, and that she wants them developed and that she is willing to invite Americans with lots of money to come down there and split 50-50.

She has got to tell us that she needs railroads to tap the very middle of the continent and she has got to prove to us that such enterprises are not only a good thing for those who put their money into them, but for the whole continent as well.

She has got to tell us that there is plenty of room for hundreds of enterprises along American lines such as long distance telephones, hotels, water plants, department stores, printing establishments, office buildings, steam heat plants,

**THE MILWAUKEE JOURNAL**

STRIKE CLOSES STEEL MILLS IN CHICAGO  
ENTIRE INDUSTRY HIT HARD BY WALK OUT HERE  
DAILY PLANT OPERATING WITH RESUME OF PRODUCTION

**SEVEN DAYS EACH WEEK**

The JOURNAL visits more than 100,000 of the most substantial homes in Milwaukee & Wisconsin as their family newspaper

These better, more responsive families think with The Journal in editorial and advertising. It is in every sense their buying counsel.

Journal dominance in circulation and prestige establishes this fact. Its far-reaching influence is yours for maximum advertising returns in Milwaukee and Wisconsin!

# The Milwaukee Journal

H. J. Grant, Publisher

R. A. Turnquist, Advertising Manager

Special Representatives, O'Mara & Ormsbee, Inc., Chicago and New York

London Office: 34 Norfolk Street, Strand

business colleges, crack steamship lines, and hundreds of other things that she hasn't got and needs, and we have got and have found to be absolute necessities.

She has got to tell us that she needs millions of sturdy people from all over the world to work her idle millions of fertile acres.

She has got to tell us that she needs experts and scientists to go down there to introduce new methods in their institutions of learning, in their farms and cities.

She has got to tell us that she needs enterprising, and self thinking and self starting go-get-em American women to go down there and show their sisters how to better their economic condition (Girl Stenographers are a very uncommon sight in South America).

She has got to tell us that she is our next door neighbor and not a continent thousands of miles away.

South America has got to do all these things but it can't be done in the old-fashioned way. She has got to try the new way. She has got to advertise.

#### METHODS ALL AWRY

There is in this country to-day a certain propagandist from a certain South American country who is trying to get America interested in his native land. He is performing his job by writing letters to the newspapers objecting to certain stories appearing therein.

There is another country that has sanctioned the expenditure of thousands of dollars in the United States for propaganda and this money is now trickling through the hands of an inexperienced publicist who is throwing it away on fancy pamphlets that nobody reads.

There is still another country that has conscientiously okayed the expenditure of a large sum of money, but its efforts to this date have been restricted to the exhibition of mineral samples which visitors are permitted to inspect when the office happens to be open—which isn't often.

And still another country maintains a Bureau of Information where the clerks consider it a terrible sacrifice to lift themselves

off their chairs to offer the visitor solicited data.

This is all waste!

South America will never get anywhere by this slipshod method of trying to interest the United States in that vast continent. What she needs is an expert advisor—an advertising organization such as we have right here in New York in great numbers to take hold of the entire job of putting her across. She needs to tell her story not to one set of people nor to one class of people but to the whole people. She has got to make herself known—talked about. She has got to get things going her way—and publicity will do it. The writer knows that some of these countries have the right idea of trying to put their message over but they haven't been told how to go about it exactly. There is in this country some powerful advertising agency that some day will gather all these South American nations into one, great big account and in a combined effort tell South America's story to the American people in the right way.

It can be done. Some day it will be done. Then South America will wake up!

#### A "Circular Letter" Repels Foreign Buyer

The cold impersonality of the printed circular or circular letter repels more than it attracts the foreign buyer, in the opinion of a business man in Copenhagen, Denmark, who is himself interested in selling American specialties in Europe. In a letter to the Bureau of Foreign and Domestic Commerce this importer lays particular stress on the need for the more intimate note in communications sent to foreign countries and the desirability of supplementing the printed catalogue with a personal letter containing specific information as to prices and terms, saying:

"The main object of my letter to-day is to point out to you that very many circular letters, circulars, and catalogues were sent me by American manufacturers and exporters; with few exceptions these were sent as printed matter in a most impersonal way. You will fully appreciate, as I do, that this is a very poor way of trying to develop business. I would suggest that you point out to American manufacturers and exporters the necessity of writing an individual letter when sending catalogues, giving full details regarding prices, discounts, mode of payment, and other obvious particulars which are necessary in order to develop business, especially in foreign countries."

*"No matter how little it may be possible to save, save that little. A rare chance will soon present itself for investment. The little you have saved will prove the basis for an amount of credit utterly surprising to you."*

**ANDREW CARNEGIE  
SAVER AND INVESTOR**

*"How Big Business Men Grew Rich" series*

*By*

**B. C. FORBES**

*foremost Wall Street writer*

*in Hearst's for November*

*Hearst's Magazine accepts the Investment Security advertising offered by members of the New York Stock Exchange, the Investment Bankers Association, and other investment bankers of equally high repute.*

*Have you seen this department of Hearst's?*



# Point Ahead!

*Your employees demand it*

A FRIEND reports this experiment tried on a gang of laborers: They were hired by the day to lay pavement. At the end of the first day the overseer, by pre-arrangement, changed his mind. He told the men to tear up the pavement and lay it in another way. The pavement was relaid as directed. The overseer examined it again, again changed his mind and asked for another style of laying. When the third effort was finished, he proposed a fourth style—and the men all quit. They said they wouldn't work for such a fool.

The day's wages went on as usual. But mere wages weren't enough.

The point was proven:

To work contentedly, men



# Blackman-Ross

ADVERTISING



must have a definite aim and see definite progress.

The world is big. It can supply new objectives for the most successful business house. Our commercial history has never shown a time when a new objective was more necessary.

*Have you shaped up your objective?*

*Has it elements of newness and freshness?*

S  
NG  
Company New York  
95 MADISON AVE.

# National Significance

Few newspaper situations in the United States compare with that in

## Erie

Pennsylvania

### The Market, 157,000

Erie Population, 105,000; Suburban (35-mile radius) 52,000

There one dominant medium, the **Erie Times**, has 50 % more than the *combined* paid circulations of its two daily competitors and over *treble* the circulation of either.

Therefore an advertiser in the **Erie Times** is certain to dominate at small cost a big and prosperous territory.

## Erie Daily Times

(A. B. C. Member)

### Paid Circulation 27,079

Line Rate 6c. flat. Evenings except Sunday

Too often a space buyer, to guard against duplication, will slight a fine market by not using enough mediums. But Erie is one of those rare exceptions. Search the country and you will find few parallels. In fact so exceptional is the combination of prosperous Erie and the dominant **Times** that you are justified in placing the **Times** in *every* campaign.

Your net profit percentage from Erie will be greater than in larger cities where divided newspaper competition makes the use of several mediums imperative. Are you interested?

*The Erie Daily Times for EVERY National Advertiser*

Representatives

**E. Katz Special Advertising Agency**

Established 1888

5 E. 26th St.  
New York

Harris Trust Bldg.  
Chicago

Waldheim Bldg.  
Kansas City

Monadnock Bldg  
San Francisco

# Things Behind the Merchandise That the Buyer Would Like to Know

Business is Sentiment, Especially When It Applies to Engagement Rings

DO you remember the day when it became necessary for you to purchase an engagement ring?

S. C. Dobbs, at the recent convention of the Associated Advertising Clubs of the World, said on one of the days when the audience at a general session wasn't as large as might have been expected, that one of the most important audiences he ever faced in his life was a great deal smaller—in fact it consisted of only one person, and the message he had to put over was of the greatest moment. Having faced this same important audience of one person and sold his proposition, the average young man straightway is up against the important question of an engagement ring. He has never thought much about engagement rings, except in a highly impersonal and detached way. Then suddenly he is forced to think of it quickly with little or no previous knowledge of value, procedure, or prices to guide him.

On almost any other piece of merchandise a man is called upon to purchase, he has some basis of comparison to draw upon, but his mental attitude at this time and the amount of secrecy about engagement rings, usually places him in a position of a Robinson Crusoe on a desert island without even knowing where the spring is situated.

Neither Mr. Tiffany or Mr. Tiffany—his namesake over in Shanghai, described recently in *PRINTERS' INK*—or any other large jeweler that the writer is familiar with, has ever come out and sold the intangible quality factors back of engagement rings in so personal a way until Mr. Samuels treated the subject.

"The House of Lucky Wedding Rings" is the slogan of Mr. Sam-

uels' jewelry store out in San Francisco. And since rings are so important a part of a jewelry stock, Mr. Samuels decided to take the young men of his city into his confidence and give them advance information on a problem they would have to face some day in their lives.

The first display advertisement started off with the caption: "The Engagement Ring—How Much Should a Man Spend?—\$100 for the Best Letters."

"Do young men invest too much or too little when they buy diamond engagement rings?" said the advertisement. "Some men pay as little as \$25, while others pay \$2,000 or more. What is the right amount? We want to know how much we are justified in advising a young man to invest," and then Mr. Samuels offered \$50 for the best letter in answer with several other prizes.

## YOUNG MEN SHOULD APPRECIATE THIS ADVICE

After the prize offer, the rest of the initial advertisement went on to explain some of the intricacies about buying this most important object.

"Some young men only earn about \$100 a month when they marry or become engaged. How much of it should they invest? One month's earnings, half a month's or two months? What proportion of the earnings of a year is it right for the young man to invest in a ring which is going to mean so much to his prospective wife? We want a guide for the average young man with his future to make."

And then there is some extra advertising—just a little subtle stuff as follows:

"For your consideration it is suggested that the engagement dia-

mond is something of great importance to the young woman. It marks a very wonderful and very serious event. It should be expected to be worn a lifetime. It will be scrutinized by sympathetic and by critical eyes. To have it right is worth sacrificing for. Cutting and brilliancy should be high grade. Purity of color should never be sacrificed. Diamonds of this kind cost more than others. Now, how small may it be? Or how large may it be without being offensive? A man with small means does not want to show bad taste in attempting to compete in size with the man of greater means. What is the happy medium?"

Then follow some helpful figures on the records of the store for the first seven months of the year, disclosing the fact that 22¼ per cent of young men buy diamonds priced under \$50; 22½ per cent between \$50 and \$100; 24 per cent between \$100 and \$150; 15½ per cent between \$150 and \$200; 6 per cent between \$200 and \$250 and 5 per cent between \$250 and \$300; 3 per cent between \$300 and \$400, and 1½ per cent between \$500 and \$2,000.

"Frankly," says this confidence-getting advertiser, "we have thought that too many men give this subject too little thought, too small or too cheap a ring—anything to 'get by.' Perhaps we are wrong. Possibly too much money is put into the engagement ring. These are subjects we should like discussed. From your letters we expect to base our advice to men who come here to buy diamonds."

#### MEN—AND WOMEN—CONTRIBUTE TO THE COPY

The next advertisement was run under the heading:

"News of the Engagement Ring Contest—By Albert S. Samuels."

It was news advertising, telling about the continuation of the contest with a head introducing certain interesting thoughts on engagement ring buying by different people, such as:

"A gentleman from Turlock suggests this interesting thought: 'The man who earns a salary of

\$100 a month and has no other source of income will necessarily have to invest practically as much as the man who earns \$150 or \$175 a month in order to get a ring of good quality and the size that the girl would be pleased with. We should place the amount that he should pay for the ring at \$150 for either the above salaries!'"

A young working girl evidently sentimental, took the following view:

"Being a working girl myself and fully realizing what money means right now, I will say that the idea of spending a considerable sum for a diamond ring is absolutely ridiculous. It is proper to give a ring as we all know, but anyone, I am sure, would be contented to receive just a small one, as a token and a promise. A ring does not help to bind the hearts any more closely together. I think that many, many different ways that money might be invested—for instance, the furnishing of the home, making the future abode more cosy and homelike. There is entirely too much money spent for rings."

As a decided difference of opinion, the young lady from Napa gave the following as her ideas on this important subject:

"There is only one engagement diamond. It has more cherished hopes attached to it than any other gift. Each man should buy the diamond that can be proudly displayed by his fiancé or wife through all the future years, after his income has increased."

And so it went. Scores of letters were received from all sorts of people with all sorts of views on a subject which is too little thought about, so Mr. Samuels says.

Here is some newspaper advertising which undoubtedly gave a flutter to many a young girlish heart and which also gave a much needed bit of advice to many a young man pausing on the threshold of one of his important decisions in which he wished earnestly to do the tactful and correct thing. Not every piece of merchandise has so much about it which lends itself to human in-

## -determining advertising costs

Mr. Advertiser:—What rate per line per thousand circulation do you pay for your advertising?

Have you ever determined cost on this basis?—eliminate waste circulation—circulation where you have no distribution—and figure your rate per line per thousand on the basis of what remains, that is, on the basis of *profitable* circulation.

How do you like *that* rate?

Here's another way:—Determine the extent of your distribution and the cost of securing it. Now estimate the number of people you reach in definite sections and the number you do not.

Question: How much does it cost you in sections where you have distribution to reach a few hundred, when you might reach thousands, to reach a few thousand people, when you might reach millions?

Another: How much does it cost you to reach thousands, even millions, *who for the lack of your distribution, cannot possibly respond to your appeals?*

The advertising medium which wields the greatest influence, which reaches the greatest number of people in any desired territory, which, on every *profitable* basis of analysis, has the lowest rate per line per thousand circulation, is the daily newspaper.

**Invest in Newspaper Advertising**

**E. Katz Special Advertising Agency**

Established 1888

**Publishers' Representatives**

New York  
Chicago

Kansas City  
San Francisco

terest advertising as an engagement ring, and yet are there not on every retailer's shelves objects which have a new selling appeal? Telling about the things behind the merchandise is becoming more and more the kind of advertising which gets attention and inspires confidence.

There is many a retailer and manufacturer in all parts of the United States who could take a page from Mr. Samuels' book and go after the attention of his town or the whole country by emphasizing the kind of things which are behind the merchandise he has to offer, and by so doing win for himself the friendly place in the hearts of the people who will buy over his counter merchandise which would not move nearly as well as the result of the ordinary sort of advertising.

### Advertisers, Clergymen Like to Be Treated As Men

NEW YORK CITY.

Editor of PRINTERS' INK:—

In PRINTERS' INK of October 2, there is a crackjack article by Harrison McJohnston, featuring a series of form letters sent out by The Royal Tailors to the retail trade.

Every one of these letters—with one exception—is a masterpiece. Why, in the name of common sense, should the one to clergymen be such an inane, stereotyped, out of date lot of bunk! The only real thing in it is the offer of ten per cent. Even this is nothing new, for clergymen as far back as I can remember have been getting this from most firms.

Why, when the fact that the stage farmer, with his big boots and goatee, has been thrown into the limbo, and he is treated as he is—a real human being; why, I repeat, must the clergyman be treated as a has-been?

The war has proved to thousands that these men are real he-men. They have high ideals, of course, but they can enjoy a good ball game, tell a corking good story, and take pleasure in three square meals a day.

Not only this, but they are good dressers. They have to be well tailored. Many of them do not wear the surplice, and if there is a more conspicuous place than the average Protestant pulpit I do not know where it is. From the sole of his shoe to the crown of his head he is the cynosure of all eyes. Then, too, the modern clergyman is called upon to address audiences at all times and in all places. He must be always ready and always well dressed.

He is a man of learning, an adept at word choosing and paragraph building. He is versed in the art of so arranging his features that they lead up to the grand climax. Every successful minister

is a master salesman. The fact that the firm he represents is the Almighty, and the commodity is eternal salvation is no reason why The Royal Tailors or any other firm should feel that he cannot understand and appreciate real selling methods.

Well, I didn't expect to write a book but it does seem a pity that so splendid a series should have even one such mediocre letter. I have a good mind to try one myself and submit it to The Royal Tailors.

E. B. KEELER.

An Indignant Minister's Daughter

### Will Interest Agriculture and Industry

The first number of *The Eastern States Magazine*, published bi-monthly by The Eastern States Agricultural & Industrial League of Springfield, Mass., appeared last month. The editors of the magazine state that it has been published in order to voice the aims and accomplishments of The Eastern States Agricultural & Industrial Exposition, Inc., The Eastern States Agricultural & Industrial League, the Eastern States Farmers' Exchange and other organizations and movements that may affiliate with them to advance the agricultural and industrial interests of New England and the other eastern states.

The new publication holds that all of New England has the common problem of making agriculture prosperous. It believes that all of New England should have a common program in order to solve that problem.

Edward W. Hazen, of Haddam, Conn., who was for six years, advertising director of the Curtis Publishing Company, Philadelphia, and who since his withdrawal from that work, has been engaged in war activities, Y. M. C. A. work, in the work of the Eastern States Agricultural & Industrial League, as well as in various other works for public benefit, is the head of the department which is responsible for the publication of the magazine.

### Advertising a Diamond Education

A plan which seeks to give the public an education in diamond values forms the basis of the advertising of Mier & Berkele, Incorporated, diamond merchants and gold and silversmiths of Atlanta, Ga.

"Facts About Diamonds," a booklet which does not take the place of the catalogue, is sent out in response to requests that come as the result of newspaper advertising. The booklet represents an effort to translate into a popular education the information gained by the company during thirty-six years of business.

The booklet deals with such phases as the mining of diamonds; how to set and reset them, and how to deal with imperfections.

The company's newspaper advertising is systematized under subjects such as: "Diamonds as an Investment;" "Diamonds Shipped on Approval;" and "Grading."



# Oklahoma Bank

## Clearings and Deposits

### Break all Records

E. DAILY OKLAHOMAN, WEDNESDAY, OCTOBER 8, 1919

#### Day's Clearings Set New Record

Clearings of \$3,441,664.08 by Oklahoma City banks on Monday make it the largest business day recorded on the books of the clearing house association. Business was so heavy that the banks of the city were unable to complete their work before the clearing house closed, bringing in thousands of dollars of Monday's business yesterday morning.

The transit department of the clearing house, which handles paper sent in by out-of-town banks, had its busiest day yesterday, with total clearings of \$465,000. The normal daily clearings of the department are approximately \$250,000.

Oklahoma banks held more money on deposit Sept. 12th than at any time in the state's history. Yet none of the state's great cotton crop, worth \$150,000,000, and only half of the big wheat crop, valued at \$100,000,000, had been marketed.

Deposits in *state* banks alone, representing only one-third of Oklahoma's banking resources, increased *thirty million dollars* from May to September.

With an average condition of all crops of 121.2 in August, as compared with a ten-year average, *Oklahoma leads the entire United States*. Who can measure the prosperity of hustling Oklahoma during 1919? *Mr. Advertiser*: Let us help you get *your* share of business in this rich market.

## The DAILY OKLAHOMAN and TIMES

OKLAHOMAN BUILDING

OKLAHOMA CITY

Represented by

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City San Francisco

(No. 17—Save this Series)

# "The Open Road"

**A One-Reel Good Roads Picture Made and Distributed by Universal for the White Co. Shows the Way**

## To the Widest Publicity

The following figures cover the showings to date and bookings to January 1st, of a current release—"The Open Road—To a Greater America," a good roads picture made and distributed by the Universal for the White Company (Auto Trucks), Cleveland, Ohio.

### **Open Road Bookings—June, 1919, to January, 1920**

	Theatres Booked	Days Played
July	20	57
August	43	54
September	154	233
October	184	269
November	205	300
December	106	159
January	90	137
<b>Total</b>	<b>802</b>	<b>1,209</b>

The cost of the above showings—which for sixteen minutes hold the attention of more than three and a quarter million readers—was less per individual than a printed advertisement in a great national periodical.

How Local Organizations welcomed the showing of "The Open Road" is merely indicated in the following extracts from a few of the hundreds of letters of similar tone we have received.

### **Philadelphia Road Improvement Association of Maryland**

"I desire to express the deep appreciation of this Association for your co-operation in enabling us to give an exhibition of "The Open Road" at our big meeting here on October 2d last.

This is truly a wonderful picture. It fitted in most admirably with the purposes of this Association and its exhibition has already done us a world of good . . . The audience included the Mayor of Baltimore, the candidates on both tickets in the coming election, several Congressmen, and many of the most prominent business men of the City and State. We carried advertisements in ten of the country papers in both Baltimore and Harford Counties, as well as in the Baltimore papers preceding the meeting.—*Frank J. Hoen, Secretary-Attorney.*

### **The Automobile Club of Maryland, Baltimore, Md.**

"The film, "The Open Road" which was presented at our regular monthly meeting September 9th, was very much enjoyed. In behalf of those present, I wish to extend to you our deep appreciation for your consideration.—*H. M. Lucius, Secretary.*

(No. 17—Continued)

# Hundreds of Letters

*Like Extracts Below Prove that the Universal Plan Secures Unpurchasable Co-operation*

## From Local Organizations

### Indianapolis Chamber of Commerce, Ind.

"Our Good Roads Committee feels that it should tender you its endorsement of your film known as "The Open Road." It is instructive and tends to cultivate the public estimate of a dependable, on going, coinciding, interstate system of highways. Through such exhibits your educational bureau will be instrumental in crystallizing needed sentiment supporting this internal development."—*L. W. Duffey, Chairman.*

### Good Roads Committee of Maine, Portland, Me.

It is absolutely necessary for the success of the \$10,000,000 bond issue campaign in Maine that every motion picture house in the state show the motion picture, "The Open Road." It is only about ten days to the election and we are very anxious that this picture get into every town as it will be one of our most vital methods of advertising the issue and its value to the state."—*D. W. Hoegg, Jr., State Publicity Chairman.*

### Glens Falls, N. Y., Automobile Club

"Your film, "The Open Road," which the Glens Falls Auto Club vouched for, is a very wonderful picture, and as President of the Club, I wish to say it is worthy of the highest praise and would recommend it to all clubs whom you can reach."—*Edward F. Irish, President.*

### Ohio Good Roads Federation

"I would like to show you, also, correspondence relative to the use by the Ohio Good Roads Federation of "The Open Road" film in a thirty-day campaign through sixty-one counties in Ohio, in support of a bill appropriating \$48,000,000 for road improvement.

"We shall deem it a privilege to indicate how a similar plan may be worked out for you. If you will include with your request some information about your product and your merchandising and sales problems, the plan will be forthcoming—entailing no obligation on you whatever.



### Universal Film Manufacturing Company

Harry Levey, Manager, Industrial Department

*Largest Producers and Distributors of  
Industrial Motion Pictures in the Universal Studios  
and Laboratories—Universal City, Cal.; Fort Lee, N. J.*

Offices, 1600 Broadway - - - New York



The Wilfred O. Floing idea is that art has no place in advertising for the sake of prettiness alone.

Along with beauty must be selling force in every Floing design and every Floing picture.

This organization is trained particularly to produce such works. The men are more than artists. They thoroughly understand the function of advertising, and they never forget it in anything they do.

**WILFRED O. FLOING COMPANY**  
*1316 Garland Building*  
**CHICAGO**

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# Advertising As An Investment When Oversold

The Principles Behind the Consistent Advertising of Shredded Wheat

By Truman A. DeWeese

Director of Publicity, Shredded Wheat Company

THROUGH twenty years of advertising, the size, form, shape and general appearance of Shredded Wheat Biscuit, and the reasons for the process, have been fixed in the public mind. The identity of this product has been so thoroughly established that if you were to enter a public assemblage in any city or town in the United States tomorrow night, or, for that matter, any night, and ask how many persons in the assemblage had heard of Shredded Wheat Biscuit, I think every hand would go up.

Naturally the question arises, shall this public knowledge of the product—this consumer demand—or whatever name you wish to give this intangible asset called "good-will"—be lost or surrendered simply because we happen to be oversold? It is true that we are not able to supply the full demand for Shredded Wheat Biscuit at this time, that we are considerably oversold. Of course we are speeding up production as rapidly as industrial conditions will permit, and a new half million dollar factory will be built to help increase our output.

Perhaps the unthinking mind will fail to see the wisdom of spending money to increase the demand for a product when it is not possible to supply present needs. Yet that it is sound policy is at once evident to anyone acquainted with the fundamentals of merchandising and advertising. The members of the Board of the Shredded Wheat Company have reached the point where they regard advertising as an investment rather than an expense. They have been identified with this business long enough to know that we cannot afford to lose the good-will asset, or consumer-demand, for

the product, that has been built up through twenty years of promotional work.

It therefore happens that this Board, instead of decreasing the advertising appropriation for the next year and retrenching in other forms of promotional work, has authorized a much larger expenditure for next year's advertising than we have had during any year in the history of the business. To authorize this increased expenditure for promotion work in the face of the fact that we are heavily oversold shows vision and business sagacity.

Shredded Wheat is not a household necessity. It is not, in other words, in the same class as such staples as soap, sugar, starch or coffee. A demand for the product has to be created through educational work, through constant advertising. Now that we have gotten that demand we are going to insure its continuance. The company insures its factories and all its tangible assets. It would be very unwise business management to insure these buildings and machinery and not insure the good-will, or consumer-demand, that has cost about ten million dollars to obtain. We have no intention of letting Shredded Wheat pass out of the public mind.

This good-will is an intangible property far more valuable than our buildings or our machinery. It has cost us millions of dollars to get it, and it is worth millions. If necessary, to retain it. And the only way to protect it is to keep up, in a consistent, educational way, the kind of promotional work that has built up a demand for the product, even though we may be temporarily oversold and unable to supply the immediate demand.

# Teaching the Dealer How to Bring Customers to His Store

The Joseph & Feiss Company Does It Through the Medium of a Large Loose-Leaf Ad Book

By Helen A. Ballard

EVERY manufacturer who sells through the medium of the retail dealer is interested in methods used by the dealer to make customers come into his store. Most manufacturers offer dealer helps of one kind or another calculated to serve this purpose in the selling problem. The Joseph & Feiss Company of Cleveland, maker of Clothcraft Clothes, has combined all of its dealer-suggestions into one huge ad-book. The book, which measures seventeen and one half by twelve and one half inches, is cloth-covered in loose-leaf style, so that the cover may be kept from year to year and new fillers supplied by the company each season. The keynote of the issue for the fall and winter of 1919-20 is "How to Make Them Come into Your Store." The book proceeds to give "A Variety of Ways—Tested and Proved—to Help Increase Your Sales." It is issued by the sales promotion department of the company.

The copy all the way through the book sounds like a personal and intimate talk with the dealer:

"For you know people who enter the store have the desire to buy—and you are willing to bet your business reputation that in forty-nine cases out of fifty you can complete the sale.

"But you know something else—that if your business is to grow you must continually get *new* customers.

"You know people. Folks like to change; your customer today is a customer of your competitor tomorrow. Your competitor, including the mail order houses, aren't idle—they're after your regular customers' trade, and often they get it.

"So you can't afford to be idle—you must go after new customers—you must start now and *keep it up*."

"Now, we've done a lot of the preliminaries for you."

Then are mentioned some of the preliminaries, such as the line of clothes, that defies competition, the guarantee, the national advertising, pictures on a following page in chart form—six million magazines stacked according to mediums.

"Of course," says the copy, "each one is good by itself, but just note how they 'tie together'—just note how well they support each other and make each other more valuable."

## THE DEALERS' OWN NATIONAL CAMPAIGN, SAYS THE COMPANY

Now for the ways listed to "Make Them Come Into Your Store." There are sixteen distinct and separate ways given. The first is that of the national advertising which is appearing in the mediums mentioned, and pictured as if piled up on the main street of the dealer's own town. Actual reproductions of the advertisements which appear in the different numbers of the magazines are given. But all the way through these advertisements are not spoken of as the Joseph & Feiss advertisements, but as the dealers' own advertisements and the signature is given throughout as "The Clothcraft Store in Your Town."

The second way to "Make Them Come Into Your Store." is given as the dealer's advertising in his own local paper—a convincing argument for using his own local medium is given in this copy:

"'Link-up' Advertising in Your Home Paper.

"'Bing!' The advertising in the national magazines and farm papers went home. It was seen and read at the family fireside.

"But as you may know it often takes more than one talk to really

*A circulation is no larger than  
its value is to you*

## Leads Chicago's Evening Field for Nearly Five Years in Automobile Advertising

Many claims have been made of late as to which Chicago evening newspaper was paramount in Automobile advertising.

The following figures furnish an unanswerable argument in proving the supremacy of the Chicago Evening Post.

1915.		1916.	
POST.....	341,050	POST.....	540,352
Journal.....	254,577	News.....	347,276
News.....	243,179	Journal.....	323,689
American.....	99,896	American.....	136,460

1917.		1918.	
POST.....	626,353	POST.....	314,827
News.....	388,416	News.....	267,352
Journal.....	375,960	Journal.....	165,015
American.....	202,530	American.....	123,666

1919—From January 1st to September 30th, inclusive

POST.....	446,335	Journal.....	200,239
News.....	435,117	American.....	153,224

Automobile advertisers prove by the above figures that it pays them to advertise in a newspaper read by the class of people financially able to become good customers. All advertisers who have quality goods to sell in the Chicago market always use first

## The Chicago Evening Post

Eastern Representative—  
Kelly-Smith Co., Marbridge Building, New York

Western Representative—  
John Glass, Peoples Gas Building, Chicago

### THE SHAFFER GROUP

Chicago Evening Post	Louisville Herald
Indianapolis Star	Terre Haute Star
Denver Times	Rocky Mountain News
Muncie Star	



sell—maybe he said 'Well, that sounds good—but where can I get those clothes here?' And now comes the local paper—with your advertisement in it.

"See the link-up? The national advertisement says 'The Clothcraft Store in your Town.' Your advertisement says, 'I am the Clothcraft Store in Your Town.' Every time little Johnny throws a local paper on the porch steps or places it under the mat—have that

The third way to Make the Customer Come Into the Dealer's Store recommends the use of a window display card, which is a reproduction in color of the national advertisements. It is mounted on a two-tone base and stands 20 inches high. The urge to use this form of advertising is again made intimate and personal.

A fifth advertising method suggested is that of vivacious style cards which are furnished by the company. These show how Clothcraft Clothes fit when being worn, each picture showing action, and a natural scene.

Then there are store cards which are to be scattered about the store for the purpose of turning the attention of purchasers of other articles to the fact that the dealer sells Clothcraft Clothes.

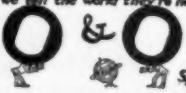
Is there any purchaser who doesn't like to look at a tag and tell the price himself, without having to wait to inquire it of the salesman? Snappy little price tickets in color—a gray silhouette in a field of vivid orange—with a strong display of the price of the garment illustrated, is another method of making customers come into the store where the price can be seen at a glance. There are sixty different cards in the collection, some with the prices neatly printed in, others left blank for the dealer himself to fill in. Here, again, is the link-up with the national advertising.

"The Clothcraft Style Book," an effective booklet in color is another dealer-help which costs the dealer \$1.00 per hundred, including his own imprint on the booklet and the envelope which accompanies it. These are offered to the dealer for direct distribution, or will be mailed to his list of customers for an additional cost of one cent. The style book is pasted diagonally across the outer edge of a page of the large ad-book, which prevents its getting lost and also adds to the attractiveness of this display page.

Other methods suggested for steering the customer into the store are:

Large guaranty signs, framed for display in the clothing section, a suit box bearing the dealer's im-

"We tell the world they're here"



Specials

**"Hard to Fit"—Attention!**

If you're one of the "hard to fit" people, this is your lucky day. For the "O & O" baggies offer many unusual sizes, that must be sold to make room for incoming shipments.

*Not that value, for instance*

**W. J. Schult & Company**  
CLOTHES AND HATS  
Elkhart, Ind.

THE CLOTHCRAFT STORE IN THIS TOWN

DEALER'S ADVERTISING FOR A WORTH WHILE "SALE"

paper carry your local link-up into that home.

"—so just run some of the advertisements you'll find here in your home papers the same weeks they run in the national magazines and farm papers."

The copy suggested for the local paper is not of the usual type. One section of the space is set apart for the reproduction of the national advertising, which is appearing in the farm papers and other mediums. The dealer is advised just when to use this advertising locally.

Four of these advertisements are given. Space is left for the dealer's name, so that all that is necessary is to tear out the advertisement along the perforated edge of the paper and send it direct to the printer.



# Harvest this Crop

Put your hand to this sickle and harvest the greatest crop of buyers between New York and Chicago.

Cleveland, with a million consumers in its trading area, is a big, worth-while market in itself, and, in addition, strongly influences the ambitious industrial towns near by.

As Cleveland is the dominating commercial factor in this territory—so is The Plain Dealer the dominating advertising factor in merchandising it.

*You can be certain of harvesting worth-while business with*

## The Plain Dealer

CLEVELAND

Eastern Representative  
JOHN B. WOODWARD  
Times Bldg., New York City

Western Representative  
JOHN GLASS  
Peoples Gas Bldg., Chicago

An Advertiser\* who has been using Building Supply News said to us the other day:

"I'm glad you are going to publish Building Supply News every other week after January first. I had a chance to learn how strong you are with the dealers and you can put me down for 26 pages in 1920."

You manufacturers of any kind of building material are making a mistake when you fail to cultivate the dealers—those merchants from whom contractors buy their supplies. The one safe way is to advertise in the DEALERS' OWN PAPER—endorsed by America's big dealer-merchants.

# BUILDING SUPPLY NEWS

610 Federal Street

CHICAGO

*Member of Associated Business Papers, Inc.*

\* Name on request.

print and the Clothcraft store mark which is made of strong material and attractive enough in appearance to be kept as a supplement to the suit case in traveling or to store away the hundred and one things for which the housewife needs an extra box, and appreciates one of lasting quality. Then there is the card holder, bearing the imprint, "The Clothcraft Store," but which may be used for displaying advertising cards for gloves, hats, shoes or any other article sold by the dealer. Copy for these cards is furnished by the Joseph & Feiss Company, covering every conceivable line of goods which the dealer might handle. No Clothcraft advertising is printed on the card. The card holder alone carries that in the imprint.

Then there is a set of six moving slides, three bearing the company's imprint, the other to be used in advertising any make of clothes. The cost of these is 75 cents a set. Space is left for the dealer's imprint, which is inserted by the company. The same illustrations that appear in the national advertising are used here.

The twelfth link in the chain of getting the customer into the dealer's store is given in the suggestion for the dealer's local advertising, not all of which is confined to Clothcraft Clothes. Here are given suggestions for advertising every kind of goods which he handles. This covers holiday and special season advertising and just as much punch is put into the copy for an article that has no relation to clothing as that which is a direct advertisement for Clothcraft.

Ten pages are given up to the thirteenth way to make customers come into a store, the theme of which is men's furnishings.

Here are ten pages of advertisements, four to the page, covering everything from the finishing touch of a man's costume—the tie—to pajamas, and not a word about the company's clothes, except the slogan "The Clothcraft Store in This Town," which runs across the bottom of the advertisement.

The fourteenth way is given as the advertising of O and O bargains, which, being interpreted, means

Overstocked and Odds and Ends. The advantages of the O & O special sale over the old-time clearance or general sale are given as enabling the dealer to give better values all the year around, to treat all customers alike, causing no extra sales worries, no trouble with green clerks because no extra clerks are necessary, and an opportunity to weed out the stock which the dealer wishes to dispose of. A number of stock advertisements of different sizes are furnished, with space left for listing the dealer's specials.

Generous space is devoted in this large ad-book to "The Fifteenth Way to Make Them Come into Your Store." This part of the scheme deals with sales letters to customers. Says the copy, "We've worked hard over these letters, and we believe there is a sufficient variety to cover your needs. As to their strength—just read them yourself, won't you?"

"Use more letters this season—they'll establish a personal touch that will make sales mount."

Here is a sample which is termed:

#### THE "EARLY-OVERCOAT-BUYING" LETTER

Dear Sir:

Remember the story of the after-dinner speaker who started "Gentlemen, I have absolutely nothing to say"—and then continued to say nothing for about two hours?

We're just the opposite. We've got something to say about those new Clothcraft overcoats that have just arrived, but we're going to do it in only two paragraphs. So:

They're here in wide variety—from plain gray or plain black to fleecy heather mixtures in rough, fancy, effects—all comfortable, and warm enough to defy any wintry wind.

They present no extravagance—just the best Clothcraft tailoring applied to the highest grade of woolsens. And they're at prices that make you sure you can afford a new overcoat this year.

There's the whole thing in a nut-shell. Doesn't it remind you that you should drop in and look over these new arrivals? Now—while the variety is largest from which to select?

Cordially yours,

The last fifteen pages are devoted to the sixteenth and last way of inducing the customer to visit the dealer's store. Through the use of an electrotpe service furnished by the Joseph & Feiss Company, an effort has been made to make the cuts and suggestions fit the dealer's

regular advertising and the company guarantees to furnish the electros on twenty-four hours' notice. They are sold at much less than cost. Some of the cuts are the newspaper-column size with space left for the copy, and for inserting the name of the dealer, which is done by the Joseph & Feiss Company. Others show single cuts with copy suggestions, the cuts varying much in size, so that any dealer may find exactly what he wants and can afford to buy space for any in his local paper. No possible article from baseball mitts to umbrellas is left out from the electro service.

Wherever stock copy or illustrations are furnished there are duplicate pages, one in black and white, held secure by the binder cover for the dealer's record, the other printed on yellow detachable sheets to be used as printer's copy.

For the dealer who is not quite sure what type he wishes to use in an advertisement or what size type will fit the copy he wants to run, there is a page of type-styles and sizes—from which to choose.

The last thing in the book is a series of six postcards which may be detached along their perforated edges and used in ordering any articles in the service.

The whole scheme is an excellent way of getting the dealer to tie up the advertising of Clothcraft goods in his copy, whether he is featuring shirts, shoes or what-not.

### An International Sale Gets International Advertising

When *The Japan Advertiser*, of Tokio, Japan, received a cable message containing 552 words, it found that it had an order for 14-inch double-column advertising from Funsten Brothers & Co., International Fur Exchange, St. Louis. The Funsten Fur Company advertisement is looked upon as a record advertisement in the history of advertising in Japan.

### The Advertising Bootblack

George Gialeis has been in the United States since his babyhood and has been a resident of Atlanta, Ga., where he has established a bootblack parlor, for many years. These three things make George happy and proud.

Naturally he wants Atlantans to know of one of the things which make

him proud: his job, shining shoes. He advertises his job. He has christened his place, ordinarily called a "shoe shining parlor" as the "shine shop" and a quarter page advertisement in Atlanta newspaper brings not only a description in words of the "shine shop," but a photograph of it at a busy hour, and a picture of George Gialeis.

### Y. M. C. A. Advertising Course Increased

The Y. M. C. A., at New York, which has for fifteen years conducted an advertising course at one of its branches in that city under direction of Frank L. Blanchard, secretary of the New York Advertising Club, is again offering the course at New York, and also at Brooklyn. The Brooklyn course is also under the direction of Mr. Blanchard. The Y. M. C. A. found it necessary to institute the course in Brooklyn because a great number of returned soldiers and sailors have manifested a desire to enter the advertising business, and have turned to the courses offered at the Y. M. C. A. for instruction. The New York branch was unable to successfully provide for the increased numbers and this made the formation of a similar course at the Brooklyn branch necessary. Herbert F. Gunnison, publisher of the *Brooklyn Eagle*, delivered the first address of the year at the opening of the Brooklyn course on October 21.

### Manitoba University Faculty Teaches Advertising

The faculty of the University of Manitoba, in conjunction with the Manitoba Retail Merchants Association, is bringing the business courses of that university to the smaller towns of the province, as a result of the "Better Business" movement.

Based upon the experience gained from a similar movement conducted as an experiment last year, the movement is now of wide scope.

Authorities on the various business subjects are spending three or more days in each town bringing the business men of the community together for instruction.

### Advertising Boston Laundry Investigation

Advertisements which seek to inform the people of Boston of the laundry service which is afforded them are appearing in Boston newspapers. The first advertisement of a series of fifty-two signed by Thomas Drier of the Thomas Drier Service, states the purpose of the campaign in the following words:

"Some of the laundry owners of Greater Boston have asked me to find out what they can do to establish even more satisfactory relations between them and their customers.

"And so they have asked me to conduct an impartial investigation—get the facts—prove that they are facts—and then tell the story, exactly as I find it, to the public—to you."

**L.S. AYRES & Co.**

**It Pays Us to Publish Advertisements—Because It Pays You To Read Them**

The other day we spent \$6.00 on an item selling of a good bargain in handkerchiefs. The next day we sold \$300.00 worth of them. In a day the transaction was complete. We were satisfied and the public had good reason for gratification. We both got what we wanted speedily and at an insignificant outlay.

It will pay you, like others, to read habitually these bulletins of the best things—the best values—on hand. They will pay you, like others, to read habitually these bulletins of the best things—the best values—on hand.

**Handkerchiefs! Handkerchiefs! Here—12½c Each**

Highly attractive and lowly priced. That's fair gainers. These new 'kerchiefs are from Ireland printed and if washed carefully will not fade. And every thinkable design of stripe, bar, plaid, etc., and you have visualized this selection.

Buy them Thursday—or you will not be able to buy them Friday at the same price—12½c each.

—Ayres—Street floor.

*From recent Ayres' advertisements in the Indianapolis News*

**THE CLIPPINGS SHOW** the reason  
The Indianapolis News in six issues a week carries more advertising from Indianapolis merchants than all other Indianapolis newspapers combined. This includes Sunday papers. This situation has obtained month in month out, year in year out for a half century.

## THE INDIANAPOLIS NEWS

*Largest Evening Three-Cent Circulation in America*

New York Office  
DAN A. CARROLL  
Tribune Building

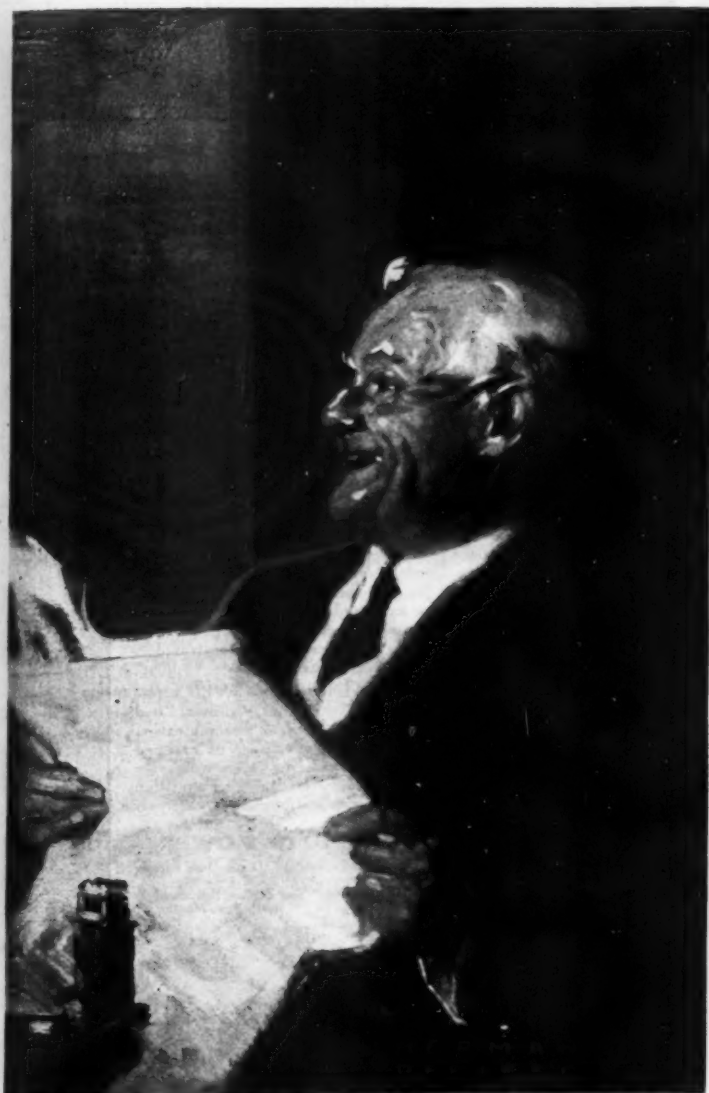
FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Building



**"REAL FOLKS"**—People who really live and whose counterparts are with us and a part of us day by day—these are the "human interest" advertising illustrations that dignify any message and give the conviction which always sells goods.





It is easy to exaggerate life—but difficult to picture it AS IT IS. Realism is conservatism, and most advertising can afford to be nothing else.

THE ETHRIDGE ASSOCIATION OF ARTISTS

NEW YORK STUDIOS  
25 East 26th Street

CHICAGO STUDIOS  
140 North Dearborn Street

# The National Farm Power

**National in Influence  
Local in Contact**

## Intimate Contact with Over 1,000,000 Farmers

The NATIONAL FARM POWER, through an editorial organization which is the greatest in the world, wields a peculiarly emphatic editorial influence, obtainable through no other farm paper organization.

The NATIONAL FARM POWER functions through six great editorial organizations—one in the prosperous Minnesota territory, one in the wealthy Dakota Empire, another in the affluent Illinois field, and yet others in the huge New York agricultural districts and in intensive farming New England. While in intimate contact with the problems of the farmers in their respective territories, and rendering personal service to meet their particular needs, these editorial organizations work together closely as a national unit concentrated in America's most wealthy agricultural states.

Thereby the NATIONAL FARM POWER offers the advertiser national circulation and influence, based on local editorial contact and service, a combination affording advertisers the double advantage of national influence and local contact, rendering extraordinarily emphatic an advertising message carried to over a million farm homes through the six publications of

## The National Farm Power

Farm & Home  
Springfield, Mass.

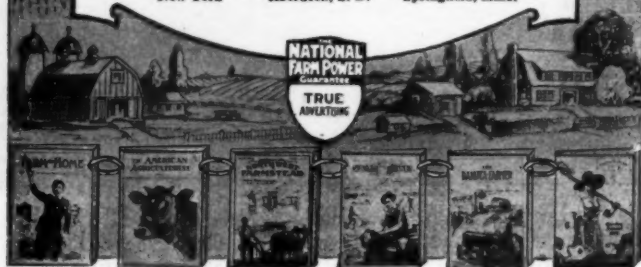
American Agriculturist  
New York

Northwest Farmstead  
Minneapolis

Dakota Farmer  
Aberdeen, S. D.

Orange Judd Farmer  
Chicago

New England Homestead  
Springfield, Mass.



# Putting Educational Advertising in "Romantic" Form

Whitehouse Brothers, Jewelers, Create a Novel Vehicle for Their Business  
Paper Pages and Surprise the Trade with Something  
Unique in Jewelry Advertising

By W. Livingston Larned

TO gain the best results an advertisement must get away from the usual. Whitehouse Brothers, manufacturers of platinum jewelry in Cincinnati, have known that for a long time. They knew the "why," but they were not so sure as to the "how."

How could jewelry be advertised in a new way? What new sales angle could be uncovered in the case of platinum jewelry, their own specialty? These were the questions to which they were unable to find a satisfactory answer until the present year.

For many years, Whitehouse Brothers have taken large space in trade publications. This advertising, for the most part, has not been essentially different from the usual type, although Mr. Whitehouse, who gives personal attention to this branch of his business, has been careful to inject personality and decorative quality into every page. But it was not deemed possible to provide for much continuity. To show the platinum-set jewelry, beautifully re-touched and mounted in highly artistic ornamental frames, was the logical and obvious thing to do.

Mr. Whitehouse admits that he never wanted to feel fully satisfied with his advertisements. It was a matter of pride with him

that they grow better each season.

This year, examination of the jewelry journals convinced Mr. Whitehouse that there was room for a big idea in the advertising section.


The various pages were strange-



ONE CHAPTER IN THE ILLUSTRATED HISTORY OF  
PLATINUM

ly and uncannily alike. Many pieces of merchandise were superimposed against decorative frames, and that ended it. There was really no basic idea to tie the advertising together or to make people want to read it.

# ORANGE JUDD FARMER

Part of the  National Farm Power

## An Illinois Institution for Illinois Farmers

The great state of Illinois, the most wealthy agricultural territory in America is covered by *The Orange Judd Farmer*. Maintaining an editorial organization made up of leading agricultural authorities *The Orange Judd Farmer* offers an exclusive service of special practical value to Illinois business farmers.

*The Orange Judd Farmer* is a part of the NATIONAL FARM POWER and is recognized as the most powerful influence in the Illinois farm market. This reputation is founded on superior editorial service and greater farm paper value. The national prominence of the NATIONAL FARM POWER is strengthened by local prestige built up through *The Orange Judd Farmer*.

## The Orange Judd Farmer

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.



CIRCULATION

120,000

Platinum was the backbone of Whitehouse advertising. What did people know about platinum?

Did the jewelers themselves know much on the subject? A number were asked point blank. No, they did not know the story of platinum. They knew only that side which touched upon their daily contact with it as merchandise.

Here, then, was an idea. Incorporated in a series of advertisements, jewelers would certainly read it for the information it would convey. The phrase was coined, "The Romance of Platinum," as a binder for a connected series of pages.

The story of platinum would be told from its discovery.

But information bearing on the romance and historical significance of platinum proved hard to find. Those who had been assigned to the task of collecting data for artist and copy-writer, soon learned, also, that trained platinum workers were equally hazy.

One half of the space in every advertisement was to be given over to period borders and authentic illustrations by a pen-and-ink artist of scenes connected with the romance of platinum. But it was far from easy to round up the foundation for these drawings and for the text.

The search for information was exciting. Public and private libraries were searched. Results did not prove encouraging. Book stores were sought for volumes on platinum, but nothing of practical value was found. Next the editors of various jewelry trade publications were consulted.

It was suggested that two or three elderly New York jewelers, who had devoted their lives to the business, might throw light on the subject, but their information did not date back that far.

It was not until copy men and artists had a talk with the State Curator of Mineralogy of New York that the hunt was ended.

As there were to be six advertisements, the years of platinum discovery and progress were divided into six periods, each with its own illustration and copy. It

was necessary, in making the pictures, to study the costuming of these periods, the manners and customs.

The advertisements were to be a perfectly authentic narrative of the history of platinum, from its discovery on down through the years.

As a sidelight on the care in preparation, it may be explained that the advertisements were set and re-set many times before the proofs were O.K'd. Mr. Whitehouse, who is something of an art critic himself, and a student of typography, was eager to make his campaign as near perfect as possible. Some of the illustrations required a week to make.

Beneath these pictures are run explanatory sentences, descriptive of the episodes. Here is one:

Europe's first knowledge of platinum was gained in 1735 through the Spaniard, Don Antonio de Ulloa. His report, entitled, "Relacion Historica del Viaje a la Meridional," is now of great historical value.

The picturesque Don is shown telling about platinum to an interested royal group, and his henchmen are opening a chest in order that the more studious may have a glimpse of the precious metal.

This is another glimpse of the progress of the story:

Certain of the Spanish underworld of 1730 to 1785, living by their wits, counterfeited the gold doubloons of that day by gilding a spurious platinum coinage with gold. The pure gold of a doubloon is worth about \$8.24. The platinum used in the counterfeits is now worth about \$40. Thus have gold and platinum exchanged places.

In each advertisement the body of the text couples historical data with the modern use of platinum in the jewelry business.

When this series shall have run its course, every jeweler who reads it will have acquired an intimate knowledge of platinum from the day of its discovery down to now.

Thus it has been found possible to make a business paper campaign mingle sales talk with vigorous and interesting educational data. There is room for more of this form of constructive advertising.

# THE AMERICAN AGRICULTURIST

Part of the **NATIONAL FARM POWER** Co-operative National Farm Power

**NATIONAL FARM POWER**  
Co-operative

TRUE  
ADVERTISING

## The Farmer's Co-worker for 77 years

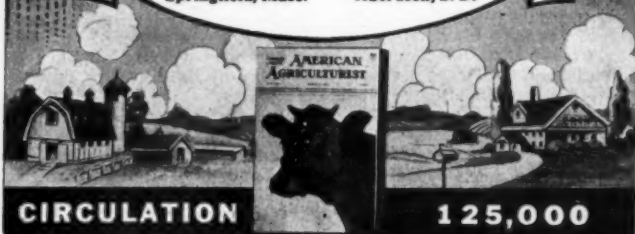
Through its editorial organization *American Agriculturist* introduced profitable farming methods and the beginnings of scientific agriculture into the huge New York agricultural district 77 years ago.

Since then the editors of this publication have labored, lived and prospered with their readers in this great New York territory, and that of the surrounding states. Largely through their efforts, and their close contact with our large national editorial organization, has practical and profitable agriculture been developed in this field.

The result of such policy has developed an editorial influence of such vital value to its subscribers that *American Agriculturist*—one of the NATIONAL FARM POWER'S most powerful units—is the logical choice of advertisers entering this exceedingly wealthy territory.

## American Agriculturist

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.



# Hick Copy Has No Power With the Modern Farmer

He Has All the Educational Advantages of the City Man and Besides, the Infinitely Valuable Asset That Comes from Communion with Nature.

By G. A. Garver

General Manager, The Garver Bros. Company, Department Store, Strasburg, O.

IT has come to my notice that we merchants from small villages are considered as rubes from the high grass towns by our big city brothers. As our burg can only boast of a population of eleven hundred I think that I can consider myself as one of the tribe of "hicks." Therefore I am not well read, my knowledge is bounded by everyday country affairs, I talk with a twang, I am more interested in things that take my eye rather than what should influence my brain.

For these reasons I am swamped every day by gaudy peacock advertising that carries a smear of flashy colors with no message. Not that I think I'm smart, but really no one in this world wants to be judged as an idiot. He desires, at least, to be acknowledged as an animal with an ability to think and a small amount of common sense anyway. And thus the advertising "Know It All Alick" from the great big town wastes his only too minute store of gray matter by flooding the wee town merchant rube with red-daggered warnings with the most ridiculous exaggerations.

We are all willing to learn and read everything, but there must be a message not couched in beautiful phrases nor slangy words, but plumb full of big ideas. What we want is ideas and plenty of them, not shot at us below our heads either but rather above them. It is much more pleasing to be considered of more intelligence than we are, rather than of less intelligence!

Of course we are like our customers. We try to be on the level with them in life as well as in business. Mixing with them in community, political and church

affairs, we know their character as few others do. A description of a few of our friends who buy practically everything they need from us should be of assistance to the advertising man who would reach the farmer, and the country merchant.

## TWO MEN OF WORTH FOR ADVERTISERS TO CONSIDER

There is Sam, a common everyday farmer living about a mile and a half west of town. He works early and late toiling with his hands. Of this he is not ashamed. He reads the best farm journals and studies new methods of raising crops. He knows his trade, and he's not too lazy to try new things. Every year his crops show an increase over the one past. At night after the day's work is done you will find him sitting in his living room by the table reading in the light of an oil lamp. The best magazines are there and he gleans the best from all. Sam reads the Bible too. On Sunday he attends Church and Sunday School.

He doesn't spend his evenings playing bridge but finds his enjoyment in books. There is no ball game nor any races on Sunday, so he goes to church. We haven't any clubs in our town to play pool at nor dance, so Sam stays at home—nights.

When he does come to town, it is on business or to attend the lecture course or probably a little entertainment given by the school children. Sam can talk intelligently about the affairs of state too. He gets his information from big writers, men with brains, not Pullman jabbers, dancing partners and pool players. He'll stand 90 percent of our citizens



# NEW ENGLAND HOMESTEAD

Part of the **NATIONAL FARM POWER** **National Farm Power**



## The Backbone of Prosperous Rural New England

New England farmers rely on *The New England Homestead*, in appreciation of a half century of unique subscriber service on the part of its editorial organization. Helping the farmer, championing his rights, showing him how to organize and fight his battles—all these things this old reliable farm paper has done.

The readers of *The New England Homestead* look upon it as a friend, a reliable adviser, and aggressive co-worker. Its editorial organization has proved to them again and again that it knows the real requirements of its readers, that it employs its force for their benefit, to solve their problems and to enable them to grow better and more profitable crops.

Through reader confidence in the editorial integrity of *The New England Homestead*, the NATIONAL FARM POWER affords New England circulation of unequalled advertising value.

## The New England Homestead

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.

CIRCULATION

55,000



in this country on their heads discussing the covenant of the League of Nations. Sam can debate too. He does, around at the country school house literaries and he heads the community with his reputation as a speller. To my mind Sam is an A.No.1 farmer of our vicinity. He's a little more than forty, works every day, reads every night, goes to church on Sunday and doesn't forget what the minister said during the week.

Then there is Pete, who lives about two miles north of town, owns his home and stays there nights with his family. Like Sam he toils from break of day to set of sun and is proud of it too. Mother rocks on one side of the living room table after supper (they have supper in the evening) knitting, darning sox and mending clothes. Daddy on the other side reads the days' events or national magazines. The five children play between. They have slates, tablets and pencils and use them. Margery walks four miles most every day to attend high school.

The hours speed on. The clock strikes nine. Robert sleeps at mother's feet, while Laura has her head on daddy's shoulder. Mother drops her knitting and leisurely puts it away. All books are closed and tied up in straps ready to be thrown across the little shoulders in the morning. Pete folds up his paper and reaches for a book with soft black leather. It has been opened before—the Bible. He reads and prays. The kiddies all kissed and tucked in bed, all is silent in the country and they sleep.

Now, this life has made Mr. Anderegg a student of all things good, religiously, agriculturally and politically. He is interested in his home and therefore is interested in his country and the affairs of state and so he studies and thinks and acts. He is on the Board of Education for the district schools, is teacher of a men's Bible class composed of sixty members and is interested in the affairs of others. I'd stack him against 95 percent of the city folk in an examination on the

Bible, agriculture and on questions of the day. The flashy, gaudy, exaggerating, palavering advertiser who tries to find a responsive chord in Pete's heart by slinging him tommyrot won't get very far,—he's too sane.

An intelligent advertiser does not group all of the inhabitants of a city in one class. He has a very minute analysis of the different classes in a particular city. The advertiser who seeks the interest of the farmer would do well to remember that the farmer is well worthy of much study.

### Imports Increased in September

The record of the country's foreign trade for the month of September reveals an increase in imports and a decrease in exports.

The imports amounted to \$435,000,000, or \$92,000,000 more than the previous high record, established in July. The September, 1918 total was \$262,000,000. During the nine months ended with September of this year imports amounted to \$2,687,000,000.

Exports in September were valued at \$593,000,000, as compared with 646,000,000 in August of this year, and \$550,000,000 in September, 1918. In the nine months of this year exports amounted to \$5,866,000,000.

The excess of exports over imports in September was \$158,000,000, the lowest for any month since July, 1917.

### W. J. Douglas of "Mail and Empire" Is Dead

Wm. J. Douglas, general manager of the Toronto *Mail and Empire*, died on October 19. Mr. Douglas went to Toronto in 1877 from Milwaukee, Wis., entering the employ of *The Mail*. Until the amalgamation of the *Mail* and the *Empire*, which took place in 1895, Mr. Douglas remained in charge of the business end of the paper. Shortly after the amalgamation he became general manager.

### Quincy Melton Is Director of Birmingham "Ledger"

Quincy Melton, managing editor of the Birmingham, Ala., *Ledger*, has been made vice-president and general manager of the organization, and a member of the board of directors. Mr. Melton saw service in France, as a captain of the 325th Infantry and near the end of the war was made a major, being cited for bravery displayed during the Argonne drive.

### Western Electric Account With Newell-Emmett Co.

The advertising account of the Western Electric Company, New York, has been obtained by the Newell-Emmett Co., Inc., advertising agency, New York.

# FARM & HOME

Part of the **NATIONAL FARM POWER** **National Farm Power**

**NATIONAL  
FARM POWER**  
Guaranteed

**TRUE &  
ADVERTISING**

## 650,000 Farm Families Depend on Farm and Home

For 39 years the editorial organization of *Farm and Home* has led in the progress and development of rural life. Its ever increasing prestige and influence in this field makes it a most powerful unit of the NATIONAL FARM POWER.

Nation-wide in circulation, national in service, yet keeping in constant editorial touch with conditions all over the country—through the many local editorial organizations of the NATIONAL FARM POWER—the editorial inspiration of *Farm and Home* springs direct from the farmer himself.

Edited by farming experts who understand agriculture through and through, *Farm and Home* understands, and fully meets, the requirements of the American farmer. Editorially, *Farm and Home* plays a most powerful role in directing the opinions and actions of the "over one million circulation" of the NATIONAL FARM POWER—a fact of utmost significance to advertisers.

### Farm and Home

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.

**CIRCULATION**



**650,000**

# "Georgia Marble" Finds an Advertisable Argument

It Was Not Until Someone Rummaged Around in the Office Files that an Exclusive Theme Was Discovered

THE Georgia Marble Company, with immense quarries at Tate, Ga., believed, for a great many years, that the only form of advertising it could engage in was the publication of a catalogue. It was a handsome volume as thick as an encyclopædia and bound in blue leather, and the printing of the various editions was no ordinary undertaking.

This book, containing hundreds of pages of half-tone plates of memorials, head stones and massive marble urns, was sent, as a rule, to stone cutters, who used it to close sales and as a sort of technical work on designing.

The quarries in themselves were impressive but no one thought of exploiting them, for a great hole in the ground offers no specific appeal to the public. Here was a product that did not lend itself to advertising. The catalogue, handsome, dignified and highly technical, was the one logical outlet.

But occasionally, the company was solicited by an advertising agency in the same territory, and the point was made that Georgia marble could and should be advertised, nationally.

In the first place, the marble had many talking points. It was unlike any other marble. And marble was a product that should have country-wide distribution. Georgia and the surrounding territory had no corner on memorials and head stones. People die in California, too. It was a mistake to assume that Georgia marble could not find a market in every state in the union. Her cotton and fruits were already doing it.

It was about this time that everyone connected with the concern began to rummage around for the back-bone of a campaign. What was to be the moving force of such a campaign? How could the advertising become individual?

The company records contained these important data:

An analysis of Georgia marble, made at the Worcester Polytechnic Institute, had given this material a wonderfully brilliant bill of health. It was composed almost entirely of one ingredient—carbonate of calcium, 98 per cent, to be exact.

Its structure was purely crystalline, without stratification, or admixture of any but the slightest traces of foreign material. The crystals interlocked, supporting each other and there were no pores, no unoccupied spaces. This could mean only one thing: Georgia marble had unusual powers of resistance. Weather conditions found it stolidly impervious.

Other marbles could boast some of these characteristics; few could claim all of them.

There were other qualities, too, not necessary to enumerate here, that furnished good talking points.

Among other high lights of the advertising, is this significant paragraph, which is a quotation from a Government specification for stone work:

"Protection against stain. Before the stone is set, the backs and edges to within one-quarter inch of the face of all marble, except Georgia marble, shall be given a heavy coat of approved waterproofing compound and another coat shall be applied after the stone is set."

## PERSUADED TO ADVERTISE

Once convinced that the business, far from being barren of advertisable arguments of a most exclusive sort, boasted material galore, the company yielded to persuasion and has just launched a comprehensive campaign along national lines.

It seems strange that so many houses fail to discover in their own archives, the very sinews of

# *The* DAKOTA FARMER

Part of the **NATIONAL FARM POWER** **National Farm Power**



## Directing the Progress of An Empire

The editorial organization of *The Dakota Farmer* is personally known by most of its readers. Its editors know the conditions in every county on almost every farm. This unusually personal service has made *The Dakota Farmer* a vital part in the practical everyday life of its readers.

Locally it is the biggest single influence in South Dakota, North Dakota and Montana—a territory known as *The Dakota Farmer* Empire. Yet, by close contact with the editorial forces of the NATIONAL FARM POWER it preserves a broad viewpoint which has enabled it to lead in the development and progress of this huge agricultural Empire.

This close local contact and broad viewpoint incorporated into the NATIONAL FARM POWER through *The Dakota Farmer* makes this publication a most valuable unit in the NATIONAL FARM POWER chain of publications.

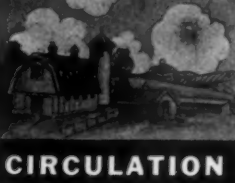
### The Dakota Farmer

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.

CIRCULATION



60,000



advertising. Perhaps they live too close to it.

Georgia marble has been used for famous memorials in various sections of the country, monumental and sculptural purposes, and many of these are shown in the advertising.

Photographs of them have been taken and a decorative designer has put them into practical form.

Another step was to originate a trade-mark, which, despite its many years in business, the company had never enjoyed, and this insignia will form an important part of the campaign.

The advertising will extend to farm journals and newspapers and is to be fully as aggressive as any national account of a like nature.

## Macaroni Consumption Can Be Increased by Advertising

"**A**DVERTISING has but one function, that is to sell the article, service or idea advertised. The best way to appreciate the mission of advertising is to liken it to a salesman. He must make the potential buyer desire the merchandise. Scarcely anyone wants to buy. In other words, the buyer must be sold.

"Advertising cannot accomplish more than a salesman. So advertising, if it is to be resultful, must summarize in a concise, forceful and attention-compelling manner the very same arguments of the well-trained salesman. A good product will sell without advertising. Why, then, you naturally think, use advertising? Only because it, too, is an annihilator of time. It makes possible the building of bigger business quickly and soundly.

"It was advertising that has enabled you to buy Camel cigarettes in any one of 450,000 stores. And Camels were born as a brand but five years ago. What brought this commercial miracle to pass? What enables the Reynolds Tobacco Company to annihilate time to secure such a tremendous distribu-

tion in but a few short years? Three primary things—a good product, a good sales force and good advertising. The combination is unbeatable, but essential. No one element can attain maximum success without the other two.

"Look at it from the dealer's viewpoint. To him Camel was only the name for another cigarette, nothing more. Why should he stock it? There was no reason except one why he should buy it, and that one was advertising. Don't think for a moment that the retail trade are not appreciative of the advertising. They are. The sales furnish them the proof.

"You are here for the special purpose of devising ways and means of selling more macaroni and its allied and kindred products. Before that can be accomplished you must needs create more uses for your products. The per capita consumption is too small. How can it be augmented in the least possible time? You want to annihilate time; you can do it—by advertising. By advertising first as an industry, and secondly, as individuals."—S. Youngheart, before the National Macaroni Association of America, in St. Louis.

## What Must Determine Equitable Wages?

The *Brooklyn Citizen* recently published a cartoon entitled, "How Far Does It Reach?" An endless line of men, truck drivers, teamsters, street car men, conductors, trainmen, ship builders, etc., stretched beyond the sight. Each man, pointing to the next ahead in line, exclaims: "I want the same wages *he* gets!"

We suppose if every one *did* receive the same salary the query would be, "Why should I not get more than he gets?" The world's pay system is one of production and consumption. First put the query, "Do I produce as much as he does?" then ask for the salary. As surely as our physical bodies vary, men's productive abilities vary. Salaries, like health, could not be on a universal par. What the other fellow gets is not the basis for your pay.

What you do, what you produce, and only what you do and what you produce is the final equitable foundation. An economical balance can never be struck if wages top or fall below honest production and consumption. Europe is a buying market for America today. Furnish the necessary production; wages will automatically adjust themselves.—*New York Commercial*.



# NORTHWEST FARMSTEAD

Part of the  National Farm Power

## Personal Co-operation With 100,000 Farmers

Through personal visits to farm homes, and field observation, the editorial organization of *The Northwest Farmstead* is able to apply its expert knowledge in most practical fashion to the actual farm problems in Minnesota and Northwestern farm territories.

Such co-operative editorial service, arousing at once the enthusiasm and confidence of its readers, makes *The Northwest Farmstead* solid with its entire, influential 100,000 circulation.

This local service, broadened and strengthened by contact with our national editorial organization, makes *The Northwest Farmstead*, and so the NATIONAL FARM POWER, the strongest advertising medium to reach these rich agricultural territories, developed and made prosperous through the influence of *The Northwest Farmstead*—a fact appreciated by its readers.

## The Northwest Farmstead

New York      Minneapolis      Chicago  
Springfield, Mass.      Aberdeen, S. D.

CIRCULATION

100,000





# The Conditions Under Which Slogans Can Be Registered

The Trade Mark of a Non-Selling Association Unregisterable

THE AMERICAN FACE BRICK ASSOCIATION  
CHICAGO, ILL.

Editor of PRINTERS' INK:

You have been publishing a list of nationally advertised slogans. I am interested in knowing whether these slogans are in any way registered with the Government in order to secure protection against infringement or use by others than the original users. As I understand it, they are not in the nature of trade-marks, to be registered as such; on the other hand, they are of the nature of an artistic or literary product and must, therefore, be registered in the Patent Office.

From your wide experience, you can, perhaps, clear up my confusion in this matter and let me know definitely the procedure in order to secure some sort of legal registration of a slogan. Any information along this line will be gratefully received.

G. C. MARS  
Department of Service

THERE is no way in which protection can be secured for a slogan by entry at the U. S. Patent Office *unless* it is eligible for registration as a trade-mark. Trade-mark status is not denied to a slogan and registration may be obtained for a slogan provided it is not accounted descriptive, or does not otherwise transgress the limitations laid down by trade-mark law and provided it has a trade-mark use.

It is the last named proviso that prevents the registration of many slogans which so far as their physical characteristics are concerned, conform to the qualifications requisite of a trade-mark. The obligation of trade-mark use means that the slogan for which registration is sought must be used "on the goods" as a means of identifying origin. It will not suffice that the slogan be used, as many are, merely in advertising, on stationery, etc., rather than on the wares or on the containers for the goods. In some instances, indeed, registration has been granted for a slogan to appear in conjunction with another trade-mark.

With reference, however, to the current problem of the American Face Brick Association, it is nec-

essary to take into account another limitation which might operate to block the enrollment of a slogan or, indeed, the registration of a trade-mark of any kind. The possible obstacle is due to stipulations of trade-mark regulations which prevent the acceptance of collective trade-marks, so called—that is, co-operative trade-marks, owned or administered, say, by an association whose functions are promotive or social. If an "exchange" or association or other clearing house has the status of a "trader," in that it actually takes title to the goods to which its composite mark is affixed, well and good. Under such circumstances the trade-mark may presumably be registered. If however, the organization has no ownership in the goods but merely acts as a bond of common interest for a group of producers, each of whom disposes of his own product, then the slogan is ineligible to registration.

This principle has been established in numerous test cases at Washington, notably that wherein the Brockton, Mass., Chamber of Commerce endeavored unsuccessfully to obtain registration for the phrase "Made in Brockton."

## PROTECTION OF UNREGISTERED SLOGANS

The fact that the Patent Office is thus obliged to deny registration to a slogan or mark, title of which is not vested in a bona-fide trader does not mean, however, that the Federal tribunals do not recognize the property rights of the originators of such marks. Not only is it conceded that initial and continuous use of a phrase or design carries with it definite rights under the common law, but the officials at the Patent Office stand ready to uphold such rights even as against a trade-mark registrant or applicant. How this works out was well illustrated a few years

ago when a citizen of the United States sought registration at the Patent Office for a counterpart of the Gaelic design commonly known as the "Made in Ireland" trademark. As it happened, the Irish mark had never been registered at Washington because it is controlled by a co-operative organization and is, in effect, a collective trademark. But the arbiters at the Patent Office refused to sanction the claim of the American applicant for a certificate for this mark and in their refusal they were supported by the court of last resort.

There is in some quarters an erroneous impression to the effect that a slogan if ineligible to registration as a trade-mark because "collective" in character or otherwise unethical, may nevertheless gain copyright entry at the Patent Office as a label or an advertising print. This however, is a futile hope. If embodied as a feature of design of a label or the composition of a print, a slogan might in that environment share in the blanket protection thrown over the entire medium but it will be understood that the copyright would be upon the artistic production as a whole—not upon the slogan when lifted from the ensemble. There can be no such protection for a phrase or slogan in itself.

To sum up, it may be said that the best way and indeed the only way to secure formal Federal recognition for a slogan is to make the slogan so square with the requirements of a trade-mark that it will pass muster as such at the Trade-Mark Division of the Patent Office. Apart from the exaction of use on or in connection with the goods in interstate commerce, there must, however, be observed in the case of the slogan all the prohibitions that have been invoked with respect to trade-marks in general. That is to say, the slogan must not be descriptive of the goods nor the quality of the goods; must not be geographical in character; and must not, of course, be open to indictment as deceptive. So few slogans, comparatively, have been registered, to date at the Patent Office that there is, in the case of

the average new candidate, little danger of the duplication or objectionable similarity to existing registrations that is often a bugbear in the case of ordinary trade-marks.—Ed. PRINTERS' INK.

## Trade With India to Be Had Through Advertising

Advertising plays an important part in the placing of goods on the markets of India, according to Trade Commissioner Henry F. Grady. However, much discretion must be used by the American advertiser in India; for Mr. Grady says: "The uninformed advertiser is apt to spend a lot of money on papers which eke out a precarious existence by means of obtaining advertisements and whose circulation and influence are so small as to be practically negligible. It is to be regretted that in many cases advertising firms farm out quite a number of insignificant native papers, selling space to people who cannot judge of the advertising value of these, and thereby causing a serious loss to the manufacturer.

Summing the position up, it is advisable that the American manufacturer who wishes to develop his trade in the Indian market should get in touch with some reliable house having an organization on the spot, which would, in their mutual interest, give its best advice and assistance in developing the business and conserving the interests of all parties concerned."

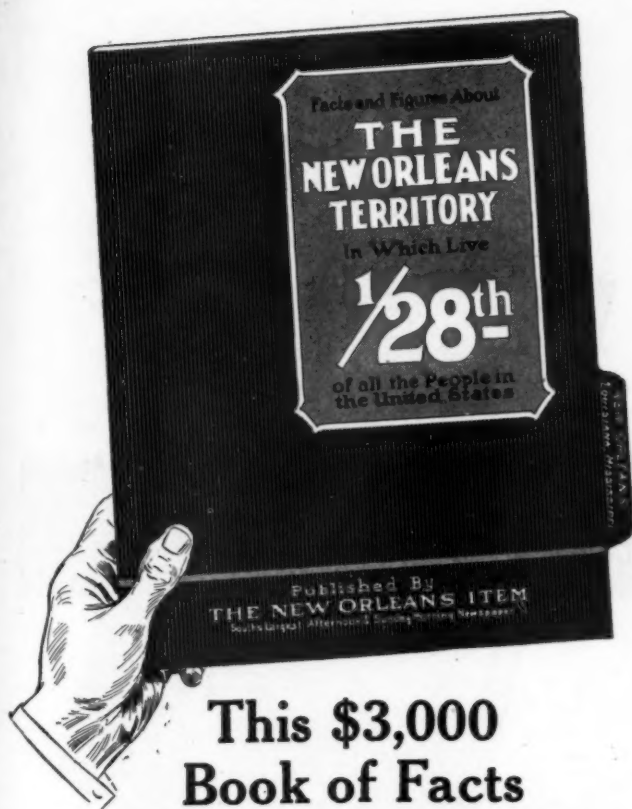
## Southwestern Advertising Co., at Wichita, Kansas

The Southwestern Advertising Company, of Kansas, has been established at Wichita, Kansas, by the Southwestern Advertising Company of Oklahoma City, Okla. Hugh McVey, who was for a number of years advertising counselor for the Capper Publications, Topeka, Kansas, is president of the Wichita organization; Allen B. Russell, former advertising manager of C. A. Hibbard Company, Colorado Springs, Colo., is vice-president and business manager; C. A. Seward is art director; and R. R. Glenn is manager of the copy department.

The Southwestern Advertising Company at Oklahoma City, Okla., has made Samuel R. Hutton, secretary, treasurer and copy director. Mr. Hutton was a member of the copy department of N. W. Ayer & Son, Philadelphia, for several years.

## H. R. Mallinson & Co. Report a Profit

H. R. Mallinson & Co., Inc., New York, manufacturers of "Mallinson's Silks De Luxe," and which distribute products under advertised trade names including "Pussy Willows," "Dew-Kist," "Kumst-Kumsa," reports net profits after charging off depreciation, but before providing for Federal taxes, for the nine months ended August 31, 1919, at an annual rate of \$2,399,076.



## This \$3,000 Book of Facts was made for you, Mr. Manufacturer

It is your fault and our mutual loss if you fail to get a copy. Made to fit your letter file—loose leaf—so we can add to it.

Out only a few days but many have already said it is the most complete and useful thing of the kind ever done by any newspaper.

One well-known man writes: "This will do as much towards selling New Orleans to National Advertisers as your remarkable little publication, *Merchandising and Advertising*, has done to sell National Advertising to New Orleans."

If you haven't received your copy write for it at once.

**THE ITEM PUBLISHING CO., LTD.**  
New Orleans, La.

JAMES M. THOMSON, *Publisher*

A. G. NEWMAYER, *Asst. Publisher*

**THE JOHN BUDD COMPANY**  
*National Advertising Representatives*

Tribune Bldg., Chicago

Burrell Bldg., New York

Chemical Bldg., St. Louis



May we send you a Copy?



# Ten Sales or One

Just as mail order advertisers have found by test that one copy appeal will sell goods at one-tenth the cost of another, so will one type of copy appeal sell ten times as much goods *through dealers* as other appeals.

In either case the copy must make the article advertised more desirable than the cash it represents. The method of purchase—whether by mail or through a dealer—is merely a detail as far as the consumer is concerned.

Handling the largest volume of high class mail order advertising of any agency in the country we have the keyed results from all types of copy. These, used as a basis for the advertising of houses selling through dealers, enable them to use only the kind of copy which these records prove are the most profitable.

And it costs no more to publish the kind of copy that creates ten new customers at a given selling cost than it does to circulate copy that produces but one new customer at the same cost for space

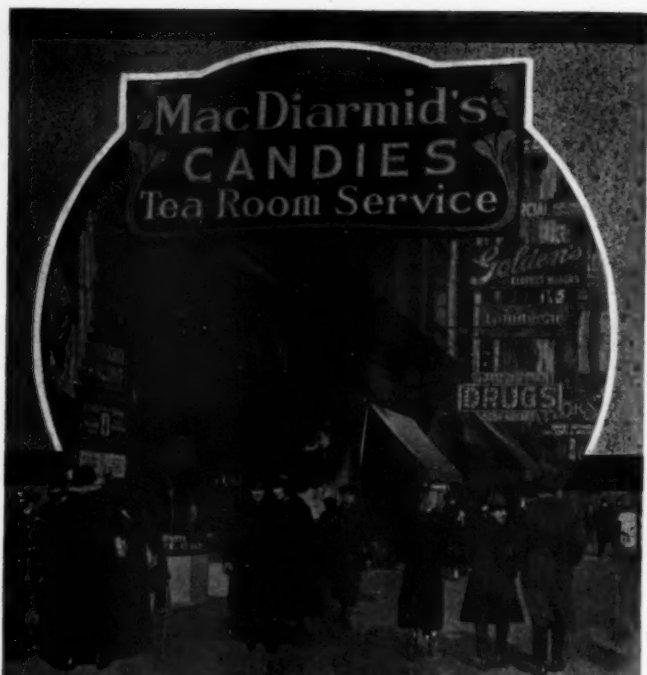
"The Tested Appeal in Advertising" covers this subject in a way that should be of the deepest interest to any executive of a going business who is interested in the results his advertising is producing.

A request for "The Tested Appeal" creates no obligation. Please use business letterhead or enclose business card.

**RUTHRAUFF & RYAN**  
INCORPORATED  
**ADVERTISING**

**404 FOURTH AVENUE at 28th ST. NEW YORK**  
**CHICAGO: 30 NORTH MICHIGAN BOULEVARD**





### "Oh, Yes, I've Seen the Sign," They Say

WHEN a business was mentioned you've heard people say: "Oh, yes, I've seen the sign."

That is the way they think. The sign is the thing which catches their interest like a beckoning finger.

Almost any sign is good advertising, but Oplex Signs have advantages which out-weigh all the rest.

They are day signs as well as electric night signs—raised, snow-white letters on a dark background.

They have greatest reading distance both day and night, because the outline of each letter is unbroken.

They have a "distinctiveness" of design which is all their own.

Trade-marks can be perfectly reproduced in raised Oplex characters.

You need an Oplex Sign above your door, your dealers' doors, to show people where your product is on sale.

Won't you let us send you a sketch showing how your sign will look!

**The Flexlume Sign Co.**

Pacific Coast Distributors  
Electric Products Corp.  
Los Angeles, Cal.

Electrical Advertising  
1639-46 Niagara St. Buffalo

Canadian Distributors  
The Flexlume Sign Co., Ltd.  
Toronto, Ont.

# National Blouse Week to Aim to Substitute Style for Price

Campaign to Run in Thirty-Eight Leading Newspapers Commencing November 9

By C. F. Hughes

A DEPARTMENT store owner, recently returned from Europe, said about the large stores of London: "We have a lesson to learn from them. They have taught their customers to consider 'Not how much but how good.' Present market conditions are teaching many merchants to transfer the emphasis from price to quality because the usual bargains cannot be found. But another factor becoming just as important in the campaign of education is the movement among wholesalers to stress other virtues than the cheapness of their products."

Even among the manufacturers sorely beset by the price cutting methods of their customers, the lesson of "Quality First" has not so easily been assimilated. The leaders in the waist industry, for instance, found it hard to convince their fellow manufacturers of the benefits to be shared in getting the public to realize the excellence and style of the American blouse. The task of these educators was more difficult, perhaps, for the reason that the "one-nineteens," the "two twenty-nines" and the "four forty-eights" have been so strongly entrenched in the women's wear trades. But National Blouse Week became a fact for the waist trade and becomes a public event November 10-15.

For the waist business, this "Week" offers advantages that are close to the heart of the industry and other significant advantages that may influence the whole future course of garment merchandising. To deal with the trade advantages first, interest will be obtained for waists at a time when ordinarily they are in the background. October and November have usually been periods

when the manufacturers were not only scraping along but getting returns of goods found unsaleable. So, to check this sort of thing and at the same time provide business for a dull period, the manufacturers are putting out fresh styles and, with country-wide co-operation from retailers, will turn the spotlight on their product for a week.

It is necessary to go back only a short time into the history of the women's wear trade to find the reason why the garment manufacturers are so interested in the experiment being made by the waist houses. An affair of the sort put on not so long ago would have meant a week of bargains, of price shaving and profit cutting, by wholesaler and retailer alike in order to provide what was considered a suitable attraction for the buying public. Such practices, it is explained, led to the long train of evils so unsettling to the industry. If the quality appeal can be "put over," leaders not only in the waist but in the other garment trades see a new and better era of business stability, economy and efficiency ahead.

## ADVERTISING THE AMERICAN SHIRT WAIST

National Blouse Week is sponsored by the United Waist League, described as the Chamber of Commerce of the Waist Industry. The first public announcement will be made by the League in the Sunday papers of November 9. Thirty-eight papers will be used, three-color full-page displays in some, full pages in black and white in others, and one-third page space in still another long list. In the copy the point is brought out that the blouse, once considered only a garment of utility, is now the



foundation rather than the incident of a costume. "The dominant idea in inaugurating National Blouse Week," reads one paragraph, "is to demonstrate that the American blouse is an established creation, a product second to none. The styles are created in this country, the fabrics come from American mills, the dyes are of American manufacture and equal to the best in the world."

A number of papers will issue special National Blouse Week editions and all of them will carry a great deal of advertising by local retailers. Officers of the League believe that through the simultaneous publication of their announcement in the leading centers of population of the United States the message will be brought to practically every family in the country, except those in remote farming communities. Besides the paid publicity many papers have agreed to devote space in their news and fashion columns to the event.

The co-operation of the merchants themselves, however, has been the object most desired by the waist men and the response has been especially gratifying. To be sure, in a very few isolated cases there has been grumbling by those accustomed to feature nothing but bargains. But they deserve mention, the wholesalers feel, only because they stand for an old order that is rapidly passing out. From the rest of the retail world come requests for advertising matter and assurances of the best support obtainable in special window and counter displays.

One phase of the movement in the manufacturing field should prove food for thought to the concern that does not believe in advertising when the order book is full. Certain of the manufacturers have all the business they can handle now, but here is how one of them feels about it:

"We are sending out circulars broadcast and neglecting no opportunity of impressing upon our customers that it is to their interest to play up National Blouse Week as strongly as they know

how, but we are in no position to take care of any orders that may come in now for goods for that week. We are so far behind on our deliveries that we could not promise deliveries in less than eight weeks for any goods ordered now. Nevertheless for the good of the waist trade as a whole we are doing what we can to make National Blouse Week a success.

"Ordinarily, the week of November 10 to 15 is a dull one for the retailers. This year because of the widespread publicity that will be given to National Blouse Week, it will be a busy week, in the blouse departments at any rate, and other departments cannot help benefiting from anything that serves to bring shoppers to the stores. We are glad to help the movement along, even though it will not benefit us immediately."

From the intensive study which the waist trade has given to the methods best calculated to bring success to the movement several interesting angles of the business have gotten more attention in the days of preparation than they would have received in the same number of years if National Blouse Week had not been conceived. Chief among these is the sales comparison of waists with men's shirts, which is on the basis of about ten to one in favor of the shirt. How to build the women's trade up to the volume done in the men's line is a problem the waist houses are already thinking of meeting with future campaigns. In fact with every assurance that National Blouse Week, their pioneer effort, will prove successful there is talk of further co-operative effort in January and during the Easter season.

### J. W. Bentley in Agency Work

John W. Bentley, who was formerly advertising manager of the Kalamazoo Corset Company, Kalamazoo, Mich., is now with the Bush Advertising Service, Inc., New York. Willard Mossman, who has been with the Royal Worcester Corset Company, Boston, and who has been made secretary of the Kalamazoo Corset Company, succeeds Mr. Bentley as manager of advertising. Mr. Mossman will also have charge of sales for the Kalamazoo Corset Company.

## Michigan's New High Mark In Sunday Circulation

*Detroit Sunday News Passes 200,000*

**D**URING September The Detroit Sunday News twice passed the 200,000 mark.

This established a new high level for Sunday circulation in Michigan.

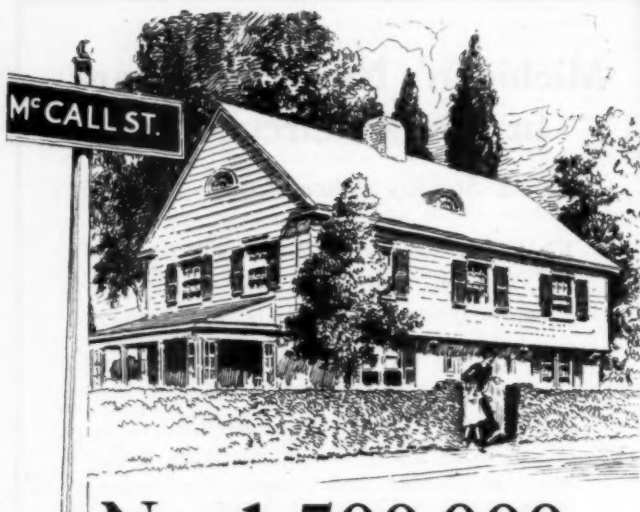
The net paid circulation of The Sunday News for September averaged 199,924, an excess of 25,000 above the highest claims of the only other Detroit Sunday paper. The Sunday News lead *in Detroit* exceeds 40,000.

The Detroit Sunday News artistic eight-page rotogravure, which was the first published in Michigan, has a remarkable lead in advertising carried. With home office supervision and printing, exclusive color variations—green and sepia—and intensive home circulation. The Detroit Sunday News rotogravure offers the ideal alternative from the crowded conditions of the week-day columns.

## The Detroit Sunday News



*The Advertisers' Exceptional Opportunity*



## No. 1,500,000 M<sup>c</sup>CALL STREET

**W**HERE is No. 1,500,000 McCall Street? We don't know. This home that our artist pictured may be in Massachusetts, Ohio or California.

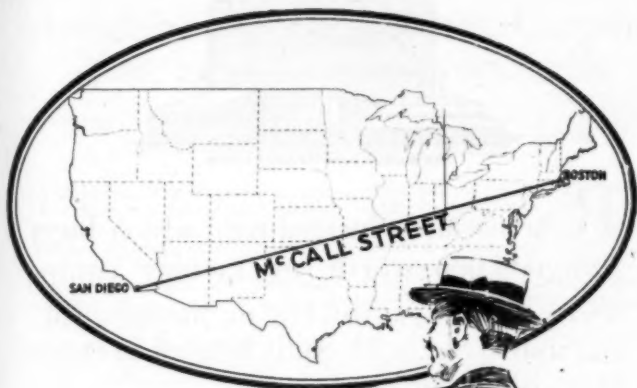
For McCall Street, you know, is a very unusual street. It is the street which, if it were a real paved and curbed and sidewalked thoroughfare, would stretch from Boston to San Diego in one long, straight line, with a home every 25 feet on each side—the 1,500,000 homes in which McCall's Magazine is read every month.

But McCall Street follows no geographical line. You'd have to travel a winding trail to pass the homes of all the folks who live on McCall Street, for they're in every state and territory.

# M<sup>c</sup>CALL'S MAGAZINE

Nor does it really matter just where this home stands. What really counts is that there is a No. 1,500,000 McCall Street—that our presses had to print 1,500,000 copies of McCall's before the young man in the picture could take one off the newsstand for his wife.

PRINTERS' INK



*If the million and a half families who subscribe for McCall's Magazine all lived on a single street, in homes only 25 feet apart, the houses would line both sides of a roadway from Boston to San Diego.*

The first residents moved into McCall Street nearly half a century ago. Their children and grandchildren live there today. The population of McCall Street keeps right on growing, as more and more people find what a good street it is to live on.

Buy a copy of McCalls today at any newsstand.

Your ten cents will pay your rent on McCall Street for a month. The contents of the magazine will show you why there are 1,500,000 homes on McCall Street—and why the people who live in them are just the kind of keen, intelligent, prosperous Americans with whom it will pay you to become better acquainted.

# McCALL'S MAGAZINE

THE McCALL COMPANY

236-250 WEST 37th STREET, NEW YORK CITY

CHICAGO SAN FRANCISCO BOSTON ATLANTA TORONTO



**R**eaches an industrial field which buys \$500,000,000 worth of factory equipment annually—the textile manufacturing industries, with mills located in every state of the union.

A highly specialized advertising medium which 800 leading industrial advertisers capitalize as a vital factor in their sales plans.

Adapted for the advertising of practically every product sold to manufacturing industries.

Ask on your letterhead for a copy of our book "Selling to Textile Mills," which gives definite information about the textile field as an industrial market.

## Textile World Journal

*Audit Bureau of Circulations.  
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.  
334 FOURTH AVENUE, NEW YORK

# Another Motion Picture Corporation to Advertise Nationally

Newspapers to Be Main Reliance of Goldwyn in Twenty-Six Week Campaign  
—Institution to Be Subordinated to the Individual Release

THE Goldwyn Pictures Corporation is a new recruit to national advertising, in a campaign that will be based upon a new idea. The initial campaign will run for twenty-six weeks. A representative list of newspapers in about 180 cities will be offered contracts. Later on, the use of certain magazines is contemplated, including those publications which cater especially to "movie fans."

Hitherto most motion picture advertising has been largely institutional. It has been the custom to put the producing firm in the forefront. In the Goldwyn plan the institution will be secondary, and an endeavor will be made to sell each release as a separate piece of merchandise. Or it might be put this way: Illustratively, the institution will dominate, but textually the individual release will have the most emphasis.

Copy and illustration will be based upon the "teaser" idea. That is, enough of the plot or a sufficient glimpse of a situation will be given to excite curiosity and arouse a desire to see the complete production. This method has been worked out as a result of a study of the ways of the moving-picture patron, as well as observation of the workings of human nature in general.

The campaign will not be the biggest of its kind measured in dollars and cents, but it will be the biggest it is said, in each locality in which Goldwyn stars are to appear on the screen. Each advertisement will exploit a star, an author, and in certain cases both. Each advertisement will also carry a reproduction of some striking scene or tense moment in the film advertised. The background will be in the form of a frieze which will carry the institutional note, indicating its standing, experience, capabilities, etc. The advertise-

ment will be in each case tied up with the local first run exhibitor.

Arrangements will be made by which a picture and its newspaper advertisement will appear in the same town at the same time, on the principle by which a manufacturer operates in placing his advertising in communities where he has distribution of his goods.

The campaign will be under the supervision of Ralph Block, advertising and publicity director for the Goldwyn firm. Mr. Block was formerly dramatic critic for the *Kansas City Star* and later for the *New York Tribune*.

Geraldine Farrar will be the first star on the advertising programme, in two pictures. Madge Kennedy, Tom Moore, Will Rogers, Pauline Frederick and Mabel Normand are others whose talent will be exploited.

Among the authors on the list are Gertrude Atherton; Mary Roberts Rinehart, Rupert Hughes, Booth Tarkington, Rex Beach, and Sir Arthur Wing Pinero.

## American Chiclé Earnings and Foreign Trade Increase

The American Chiclé Co., New York, reports net earnings for the first eight months of 1919, after making provisions for Federal taxes, contingencies, etc., of \$1,376,454. This organization reports that its export business experienced a tremendous increase during the war, due to the use of gum by members of the American and Canadian expeditionary forces. The result of this introduction of the company's products in Europe is being reflected in the healthy export business, according to the reports of the company.

## General Cigar Co. Earnings Increase

The earnings of the General Cigar Co., Inc., New York, for the nine months ending September 30, 1919, amounted to \$1,801,941. The earnings of this company for the six months ending June 30, 1919 were \$1,262,761, thus giving the earnings for the quarter from June 30 to September 30, \$539,180.

# How Printing Industry Gets United Action In England

Employers Have United for Their Own Strengthening and for Employees' Betterment

[EDITORIAL NOTE: In view of the recent labor situation in the printing industry of New York, where international union heads worked with the employing printers in an effort to stabilize the industry against the efforts of radical seceding unions, the following account of conditions in England is instructive. It indicates what can be accomplished in the way of co-operation for the good of the industry as a whole when responsible national leaders work together.]

THE Federation of Master Printers and Allied Trades of the United Kingdom of Great Britain and Ireland is the equivalent over there of our United Typothetae of America. The great war had the effect of drawing employers and employees together in remarkable harmony. The federation took on new vigor, and now forms a sort of industrial republic, composed of alliances of employing printers, all represented in the federation. Each alliance takes in an area of large and small centers, rather than association in the larger cities only, as is usual with us. England, for instance, is divided into eleven alliances, and the Home Counties Alliance (No. 9), including the territory surrounding London, but not including London, has jurisdiction over thirty-six communities in which printing is done.

This extension of jurisdiction originated with the printers' unions. "Town by town was the usual method of dealing with the wages questions until about ten years ago, when the unions hit upon a scheme of grouping, chiefly in geographical areas of counties, but separating for special treatment the larger towns." The low-wage towns were lifted to a higher level than could have been done by the town-by-town method. It also resulted in a better acquaintance and a closer relationship between the unions and the employers. It made it

necessary for the employers to organize, and laid the foundation for the alliances which were organized this year.

One of the first fruits of the strengthening of the federation was the proposal of a "betterment scheme," having as a motivating force an Industrial Council composed in equal numbers of representatives of employers who employ union workers and of members of the affiliated trade unions. This proposal was accepted by great majorities in all the organizations concerned. Its object is "to promote good relationship between employers and employed; to secure co-operation and recognition of mutual interests; to encourage direct contact between employers and workers; to resist the action of those who would injure the fair standard of prices and wages by disposing of their goods or labor at less than the standard mutually agreed upon; and to do all things possible for the betterment of the trade and the improvement of its conditions. . . . To assist in the maintenance of such selling prices as will afford reasonable remuneration to both employers and employees."

## FOR EMPLOYEES' BENEFIT

We are glad to report this, for the general prosperity of all engaged in the printing industry depends upon recognition of mutuality of interest and mutual protection of the fair against the unfair. The unions will oppose the price-cutters, and the employers will oppose the wage-cutters. The unions will no longer be compelled in self-defense to admit incompetent workers. The apprentices will be better selected and better protected.

Other objects are: To establish uniform working hours and



Announcing  
the appointment  
of  
F. Porter Caruthers  
as  
Advertising  
Manager

New York  
Tribune

conditions. To establish means of insuring to the work-people the greatest possible security of earning and employment, without restriction upon change of employer, and to endeavor to minimize unemployment and casual labor. To provide means for securing to the work-people a greater share in and responsibility for the determination and observance of the conditions of health and comfort under which their work is carried on. To take in hand the question of apprenticeship conditions; *the adoption of suitable methods of selection for apprenticeship*; the technical training for apprentices, learners and journeymen. The removal of blind-alley occupations.

This splendid democratic plan, be it noted, was formulated by the Federation of Master Printers, headed by printers whose names are historic and most influential in the art and mystery. The employers and unions are represented equally on a National Executive Council. "When the chairman is a member of a trades union, the vice-chairman shall be an employer, and vice versa, the chair and vice-chair passing annually from a representative of the employers to a representative of the unions alternately."

One of the first fruits of this harmonious plan was an agreement on an eight-hour day and payment for the six principle national holidays, and one week's vacation with full pay to employees who have been six months on a pay-roll, with a pro rata allowance for employees working less than six months, on the basis of one day for each completed two months' services. Wage agreements have been made affecting all communities, varying from \$12 to \$14.50, the lowest being in the smaller and more remote communities. These rates are very much higher than those current in 1914.

On February 22 a national memorial service was held in St. Paul's Cathedral in honor of nearly five thousand printers who had given their lives in the good and great fight against anti-de-

mocracy. The services were under the auspices of the Federation of Master Printers and the trades unions affiliated with the Printing and Kindred Trades Federation of the United Kingdom. Employers and employees who had stood shoulder to shoulder in France and elsewhere in mutual and glorious patriotism were animated with a degree of fraternalism never equaled in the history of their country. As the soldier-printers came back from the trenches they discovered (in the words of one of the officials of the federation) "that employers and employees who did not fight for their country on the field of battle were nevertheless doing valiant service and laying the foundation for a superstructure that shall be a worthy memorial of the strenuous days of the Great War," the Industrial Council of a united printing industry.

This, we think, is "saving democracy" in the right sense of the term.—*The Inland Printer*.

### Worcester Teachers Use Advertising To Win Raise

The school teachers of Worcester, Mass., have turned to advertising in an effort to have their salaries increased. Paid advertising is being employed in the newspapers. In newspaper advertising, the teachers plead their case thus: "Down Bolshevism with education. Support your schools. Retain and attract teachers by paying better salaries. Worcester can do it and should do it. Shortage of 100,000 teachers in the United States." The school teachers have also turned to posters, and have set forth in the posters the same message that the newspapers carry. They desire an increase of 25 per cent.

### "Canadians Must Sail The Seas"

The Navy League of Canada recently conducted a three day drive using newspaper advertising for a fund of \$500,000 with which to develop a personnel for Canada's Merchant Marine. The Navy League proposes to educate and train Canadian boys to be skilled seamen and thus help Canada take her place in world wide commerce.

### Oneida Community Using Canadian Newspapers

The Oneida Community is engaged in a newspaper advertising campaign in Canada. The same form of illustrated advertisements which have appeared in magazines will be employed in the newspaper campaign.

# ILLINOIS Wheat Crop \$132,000,000 in 1919

This is more money than the  
Prairie State ever before pro-  
duced in wheat.

Year in and year out no  
drought or tornadoes affect the  
deep soil fertility of Illinois.



**FRANK I. MANN**  
*Our Soil and Crop Editor*  
with two bundles of his world's re-  
cord crop of 1918; 63 bu. per acre

Plan your advertis-  
ing to reach these  
wealth producing  
readers of *Prairie  
Farmer*; more than  
102,000 in Illinois,  
128,000 total net  
paid circulation.



*First Farm Paper  
in the  
First Farm State*

**SINCE 1891 → PRAIRIE FARMER, Chicago**

**BURRIDGE D. BUTLER, Publisher**

**CHAS. P. DICKSON**  
*Advertising Manager*

**W**

# The New Force In



**GOOD HARDWARE** is the new force in hardware selling.

It is the monthly hardware magazine which will appear in 26 simultaneous editions, published for a syndicate of 26 hardware jobbers.

It is the monthly hardware magazine which is to reach *every* hardware dealer, every dealer in hardware (there is a difference), every hardware jobber in the United States and Canada—and every dealer in hardware in Australia and New Zealand and the Philippines and Hawaii and Alaska—and every English-speaking dealer in hardware in China and Japan.

More than 50,000 of them—every month!

The subscriptions are paid by the syndicate of jobbers.

Each of the 26 editions is identical—in text pages and in the national advertising section.

Each of the 26 editions is different—in each territory the jobber's name appears upon the cover of his own edition. And the first four pages carry his own local advertising.

A hardware magazine with national vision and national editorial facilities and national scope—plus the home-town paper appeal given by the name on the cover and the four local pages.

A *localized* hardware magazine—but one that can buy the work of the best business writers.

**GOOD HARDWARE** is the new force in hardware selling—because it will reach *every* seller of hardware whose name and address can be secured.

# Hardware Selling



**GOOD HARDWARE** is the new force in hardware selling—because, though each edition will have the appeal of a well-edited, handsomely printed local house organ, it will, at the same time, be a national trade magazine carrying the work of the best business writers in America.

**GOOD HARDWARE** is the new force in hardware selling—because it links *your* advertising with the advertising of 26 great hardware distributors—in *their own magazine*.

**GOOD HARDWARE** is the new force in hardware selling—because it will reach not only every hardware dealer, but also every *dealer in hardware* and allied lines—every *seller of hardware* and accessories.

A great audience—reached under the plan originated by *Oral Hygiene*—for nine years the most successful dental trade magazine in the world, one of the most astonishing class-paper successes in recent years—a magazine that has grown from 80 to 176 pages, a magazine that has built businesses and has produced as high as 2,000 replies to a single advertisement in a single issue.

About **GOOD HARDWARE**:

When? And how? And who?

Write, telephone or wire.

W. Linford Smith, Publisher (Publisher also of *Oral Hygiene*), Pittsburgh, Penna. John T. Hoyle, Editor. F. R. Williams, Associate Editor. Merwin B. Massol, Business Manager. Geo. L. Kinter, Assistant Business Manager. Frank C. Thomas, Eastern Manager, 6 East 39th Street, New York City. W. B. Conant, Western Manager, Peoples Gas Building, Chicago. A. D. McKinney, Southern Manager, Post-Dispatch Building, St. Louis.

**T**HIRTY-FOUR per cent of Argentina's imports come from the United States.

Forty-six per cent of our exports to South America go to Argentina.

The per capita wealth of Argentina is \$1,750, yet much of the country is undeveloped.

Argentina is just beginning to buy.

The best business men of Argentina read LA NACION every day. They will preserve the Fiftieth Anniversary Number (to be issued January 4th) because it will be a fifty-year history of peace and progress in which LA NACION has been a factor of tremendous strength.

The "United States Section" will be an important part of the Anniversary Number. Your advertisement in it will keep on working for an indefinite period in the Libraries, Clubs and private files of the best men of Argentina.

50,000 extra circulation—a total of nearly 200,000—and the same old advertising rate—\$3.40 per inch.

Copy for the Anniversary Number must reach our New York office by November 14th.

### **LA NACION**

Buenos Aires, Argentina

A. Eugene Bolles

United States Advertising Director  
120 West 32d St. New York City

James A. Rice  
58 E. Washington St.  
Chicago

Charles B. Blount  
444 Tremont Bldg  
Boston

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# Technical Investigations as Copy Material

Jackson, the Cogitative, Shown Another Mine, with Pay Streaks Inexhaustible for Campaigns of Certain Nature—Examples of Laboratory Tests

By Walter L. Dodd

THE ever-entertaining Jackson presents a good case in the September 11 issue of *PRINTERS' INK*, under the title "The Kind of Facts on Which to Build Copy."

It would seem, however, as if the young agency friend was overlooking a prolific source of information, a source frequently astonishingly rich in copy suggestion, a source whose yielded information is fundamentally sound—the technical laboratory.

The agency man is to investigate product demand, inspect the process of manufacture, analyze his predecessor's copy and confer with plant officials, but apparently make no technical investigation. It may be that the tooth paste does not differ materially from others on the market and that the copy man feels that the laboratory could be of little help. If this surmise contains an element of fact, Jackson's friend is in the unfortunate situation of being substantially dependent on his skill to inject a new note in the copy.

But there is always the hazard of the unexpected. A wealthy trust magnate pays a visit to a small town with the hope of improving a stubborn skin infection. Upon consultation the local physician applies a new combination, recently "gotten up" by an old classmate. Result—a wonderfully rapid cure. Scenting a possible new product the magnate finds the old classmate landed as a natural but untrained "genius." Further investigation apparently indicates another remarkable property of the product. A meeting of financial friends with thousands promised for promotion. The agency man is called in but instead of confining his investigations entirely to the possible market he also has the product subjected to a

technical investigation. The results show a poorly put together, haphazard mixture similar in its composition to a product already on the market, of finished chemical constitution, a product which had already been demonstrated to be of limited modern usefulness and which was experiencing a lessening sale.

Take an opposite case, that of a small manufacturer of a new food combination utilizing in minced condition, a certain oleagenous fruit in place of the usual extracted vegetable shortenings. The product was delicious, not over rich and of good keeping qualities. But two queries arose with the practical advertiser, first, "Did it contain certain growth promotion substances vital for the development of the growing young, substances known as vitamins and which are found in certain food fats and oils?" and second, "Would continued use lead to disturbances of digestion?" The product was turned over to the technical laboratory. Feeding experiments on animals proved that growth promotion substances were present and that the digestion was not disturbed. With all doubts dispelled a series of new avenues opened up, born of confidence through knowledge of the truth.

AN ILL-CONSIDERED RESEARCH  
WORSE THAN NONE AT ALL

It is necessary that the technical investigation be as carefully planned as the searching scrutiny to determine the demand, price, distribution and medium to be employed for the advertised product. Furthermore, the tests should be made by a disinterested party. Take the case of a certain tooth paste manufacturer. He devised the scheme of comparing his prod-



uct with competitors by brushing the respective pastes on brushes over burnished metal plates. The test was intended to show the smoothness of the manufacturer's paste, its freedom from grittiness and enamel cutting tendencies. The idea was excellent and the equipment correct. The first series of tests were quite gratifying, no marks appeared on the plate brushed with the manufacturer's paste. But all plates of competitors showed scratches. About this time a friend happened into the laboratory and noticed that unconsciously the manufacturer's muscles were friendly to his own product.

A new series of tests with equal pressure on all brushes showed that all plates were scratched, but that the manufacturer's product scratched less deeply.

Jackson's young friend might well start a technical investigation with the raw product. What is the character of powders used? Do they have cutting edges? What is their effect on enamel? Do the flavoring oils have an antiseptic action? Is this property lost in the combination? Does the product harden in the tube? Will the agreeable taste last? What effect does the finished paste have on the teeth? On the gums, the saliva? Is time required for the paste ingredients to properly cleanse? Is the time ordinarily utilized in brushing the teeth sufficient for this purpose? Or is the period so short as to render practically valueless the action of the paste ingredients? Do the ingredients of the paste hold their strength after the tubes get on the market, or is there a diminution? These are but a few of the questions which should be solved, questions which may yield valuable copy suggestions and unique selling points or point out copy pitfalls to be avoided.

This is not a plea that copy be jumbled with chemical symbols and phrases but an indictment that the copy writer does not always ascertain all that he might about his product.

Know your product facts.

## Raise the Standard of the Retail Merchant

There are certain aspects of the chain store organization and the department stores which offer interesting and worth while study to the individual retailer. I refer to the earnest efforts they are making to help their employees in such tangible forms as a share in the profits or a bonus. There are retail merchants who must wake up and "sell" the business to their worker before the worker is sold to the trade unions.

In this waking up process there is a field of work open to the manufacturer. Manufacturers could well afford to study carefully the method which certain chain store organizations and department stores have adopted in their relations toward the clerks, and bring forth the principles of such relationship in a manner that would work for the benefit of the retailer. Many of the efforts which have been made along this line are entirely inadequate due to the fact that courses of study which have been offered and which seek this goal have been ill-conceived and illogically executed.

There is one good way in which a start toward this goal may be made, and that is through the maintenance of a high standard of retail merchandising. Such a standard could be secured through insisting that everyone who desires to be a store proprietor should pass a state or federal examination which would show that person's ability to enter upon such work. It is almost as necessary that we should prevent retail merchants from becoming economic menaces as it is to prevent doctors from becoming medical menaces or lawyers becoming legal menaces.—Professor Harold Whitehead, head of The College of Business Administration of Boston University, in an address before the Pilgrim Publicity Association, Boston.

## Egbert Lillie With Providence "News"

As the result of the re-organization of the business department of the Providence, R. I., *News*, Egbert Lillie, who has been engaged in engineering work, has been temporarily placed in charge of the business department Wm. H. Yale, who during the last seven years has been engaged in summer resort advertising for various New England newspapers, is in charge of the classified advertising work; Jos. A. Monahan, who was formerly engaged in real estate work at New York, has been made assistant advertising manager, and John F. Coleman, recently discharged from Government service, has again been made a member of the advertising department.

## Clothing Account With McJunkin Agency

The Hirsh Wickwire Co., Chicago, manufacturer of clothing, soon will begin a national advertising campaign in behalf of its product. Copy will be placed by the McJunkin Advertising Co., of Chicago, which agency recently obtained the account. Heretofore the Hirsh Wickwire Co. has not had its advertising in the hands of any agency.



COUNSEL, ART AND TYPOGRAPHY  
FOR ADVERTISERS

*We require the services, at once,  
of several Illustrators*

who are in a position to show that they can measure up to the exacting requirements of our clients, most of whom are among the largest and most discriminating national advertisers.

Only men of established reputation or demonstrated super-ability will be considered; and of these we believe there is none so well placed that it may not be to his advantage to get in touch with us.

This is an unusual opportunity to become associated with an art organization that is strong enough to choose its work, rejecting all commissions that lack satisfactory scope for the highest artistic effort, and that at the same time is broad enough to allow its individual members to sign their work.

The members of this organization work with Myron C.

Perley, Fred S. Bertsch and Oswald Cooper rather than for them, on terms that involve no sacrifice of personal independence or reputation, but rather an ideal field for the development of both.

To men who can qualify, we offer an ideal working environment with a minimum of restriction, liberal compensation and unlimited opportunities for further artistic and financial growth.

Ours is at present the most rapidly growing art organization in America, and it is the *only* organization equipped to Illustrate, Design, Letter and Set *complete* advertisements.

PERLEY, BERTSCH  
& COOPER

59 East Van Buren Street • Chicago

# "Printers' Ink" Clearing House of Advertised Slogans

Another List of Fifty Names, Compiled by Our Subscribers

THE purpose of PRINTERS' INK in compiling a list of slogans is to enable an advertiser, who wishes to adopt one, to determine the originality of any phrase he may have in mind. What he wishes to know is, whether or not it has been used previously. That it has, perhaps, been advertised in only one state or even one city, or if it has been used in connection with a publication while he wishes to use it for a commodity, is of no difference to him. Is the slogan original, is the question uppermost in the advertisers' mind.

When our list can answer this question with reasonable certainty, it will be functioning properly.

With that end in mind, subscribers are requested to notify us of any slogans which they are advertising or of which they have record. The very act of entering a slogan with PRINTERS' INK may at some future time prove to be of great value to the advertiser.

America's Finest Cabinet Wood. Gum Lumber Manufacturers' Ass'n.

America's Smartest Car. Barley Motor Car Co. (The Roamer).

Beauty of Wood and the Strength of Steel (The) The Seng Company.

Builders of Business. Service Motor Truck Co.

Car With the Foundation (The) Commonwealth Motors Co.

Coffee Without a Regret (The) Baker Importing Co. (Barrington Hall Coffee).

Cuts the Cost of Clean Hands. Soap-itor Co., Inc.

Dentrice That Made Fine Teeth Fashionable (The) I. W. Lyons & Sons. (Dr. Lyon's).

Difference Is In the Flavor (The) Aromint Manufacturing Co.

Dominate Philadelphia. The Bulletin. Philadelphia, Pa., Bulletin.

Don't Say "Paper," Say "Star." St. Louis Mo., Star.

Faithful to the Last. Nunn, Bush & Weldon Shoe Co.

Farmer's Service Station (The) Successful Farming Publishing Company.

Fits Any Ice Box. Isko Company. (Iceless Refrigerator).

Fits On the Foot Like a Glove On the Hand. F. Blumenthal Co. (F. B. & C. Kid).

Gets the Dirt Not the Carpet. Eureka Vacuum Cleaner Co.

Good Workmen Know the Difference. Manning Abrasive Co.

Grace the Face and Stay in Place. E. Kirstein Sons, Co.

In Philadelphia Nearly Everybody Reads the Bulletin. Philadelphia, Pa., Evening Bulletin.

It Hangs Everywhere. Automobile Trade Directory.

Jack That Saves Your Back (The) Iron City Products Co. (Rees Jack).

Keep Smiling With Kellys. Kelly-Springfield Tire Co.

Keep You Well From Infancy to Old Age. Davol Rubber Co.

Life Preserver for Foods. (A) Alaska Refrigerator Co.

Light of a Thousand Uses (The) Coleman Lamp Co.

Look for the Red Ball. Misawaka Woolen Mfg. Co.

Made in America for American Boys & Girls. H. C. White Co. (Kiddie-Kar).

Magazine of a Remade World (The) Red Book Corporation. (Red Book Magazine).

Makes Home Sweet Home. Log Cabin Products Co. (Log Cabin Syrup).

Makes Its Mark Around the World. L. E. Waterman Co.

Name On Every Piece (The) Walter M. Lowney Company.

New Talc with a New Odor. (A) Pompeian Company.

Noblest of All Cabinet Woods. (The) American Walnut Manufacturers' Ass'n.

On to Stay On. E. Kirstein Sons Co. (Shur-On).

One Taste Invites Another. Rueckheim Bros. & Eckstein. (Angelus Marshmallows).

Pen Is Only As Good As Its Point (A) C. Howard Hunt Pen Co.

Pure As the Pines. Packer Manufacturing Company.

Put Your Sweeping Reliance on a Bissell Appliance. Bissell Carpet Sweeper Co.

Puts Air to Work. B. F. Sturtevant Co.

Resiliency Is Built in the Wheel (The) Sewell Cushion Wheel Company.

Safe-Tea First. Ridgways, Inc.

Sign of a Good Cigar (The) United Cigar Stores Co. (Orlando).

Standard Road Guide of America. Automobile Blue Book.

Stay Put. Tweedie Boot Top Co.

Stop and Start on Multibestos. Standard Woven Fabric Co.

Sweetheart of the Corn (The) Kellogg Toaster Corn Flake Co.

There's A Merton Cap or Hat for Every Sport. Chas. S. Merton & Co.

Watch Dog of Your Battery (The) Western Electrical Instrument Co.

Way to a Man's Heart (The) Log Cabin Products Co. (Log Cabin Syrup).

Whatever You Do, Eat Krumbles. Kellogg's Toasted Corn Flakes Co.

**COMING**  
**The Annual Shipbuilding**  
**and Fitting Out Number**  
 OF  
**THE MARINE REVIEW**

February, 1920, Issue  
*the most important issue of the year*

Containing full and complete statistics covering shipbuilding operations in the United States during the previous year, in addition to numerous special articles of interest and importance to marine men everywhere, it has reference value possessed by no other issue and consequently an unusually long life for your announcement.

In making up your appropriation for advertising during 1920, remember that THE MARINE REVIEW offers you a complete national service at reasonable cost, whereby you can reach every portion of the marine field—shipbuilding, operation and maintenance.

Include THE MARINE REVIEW in your 1920 schedule and let your advertising start with adequate space in the February issue—the Annual Shipbuilding and Fitting Out Number.

*Forms close January 5th. Reserve your space now.*

Published Monthly by

**THE PENTON PUBLISHING COMPANY**

Penton Building, Cleveland

New York: 220 Broadway  
 Pittsburg: Oliver Bldg.

Chicago: Peoples Gas Bldg.  
 Washington: Metzgerott Bldg.

London, England: Dorland House, 16 Regent Street, S. W. 1.

**Power Boating—The Marine Review—The Iron Trade  
 Review—The Foundry—The Daily Iron  
 Trade and Metal Market Report**

Members Audit Bureau of Circulations — Associated Business Papers, Inc.

## *Life*

wishes to express its appreciation and offers its thanks to the many advertising and agency friends who are giving their loyal support in the present difficulty, due to the printers' strike.

We ask them to kindly bear with us until conditions return to normal.

While There is Life,  
There's Hope.

*Geo. Bee. Are.*

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537 Chicago.

# *Life*

is being printed without omission of issue but will be confined to a 36-page paper temporarily and the October 16th, 23d and 30th issues will be some days delayed in delivery.

We will notify all agents and advertisers of disruption in schedules or omissions at the earliest moment.

1920 issues rapidly booking to maximum limit of 52 pages per issue.

This policy assures advertisers in Life a guaranteed protection from excess of advertising competition.

Fair warning.

*Gee. Bee. Arr.*

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537 Chicago.



## Follow Through!

GET full value out of your publication advertising by following through with direct-by-mail booklets, catalogs, folders containing samples of your goods.

Hammermill Cover gives you sturdy quality, fine printing surface, wide variety of colors—and saves you money. For samples, write to Hammermill Paper Company, Erie, Pa.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

For Booklets, Folders, Broad-sides, Catalogs, and all Direct-by-Mail Advertising



# Advertising to Tell What an Optometrist Is

Association Is Told What an Educational Campaign Will Do for Members

THE American Optometric Association is planning for an educational campaign of advertising in consumer mediums to advance the interests of its members. There are thousands of persons, it is believed, who do not know the meaning of optometry. Truth to tell, it is a pretty good-sized etymological bite. The profession can presumably use advertising to advantage in making known how its members can remedy certain defects of vision.

The recent convention of the association endorsed the publicity plan, which calls for a year's campaign in two publications of wide circulation, to cost \$115,000. It is asked of association members that they invest one per cent of their yearly gross business toward this amount. Eugene G. Wiseman, a vice-president of the association, outlines the benefits to be derived from the advertising, in the *Optical Journal and Review*.

"Our profession is made up of individuals and it necessarily partakes of the qualities of an individual," said Mr. Wiseman. "It must do collectively what the individual would do individually. It must do collectively those things which the individual cannot do by himself alone. It must realize that there is a tide in the affairs of men, which, taken at the flood, leads on to fortune. Its members must work together harmoniously, sensing the big things—seeing the big things—doing the big things, in a big way.

"With enormous opportunities come great responsibilities. We are invested, perhaps more than any other group of men, with the task of building a profession. The Present and the Future call upon us to build our work so it will grow stauncher with time—so that the winds of adversity will not destroy but only serve to strengthen it. We have the amazing privilege of being able to

guide the future of thousands of men. Through them our decisions today—*your* thoughts, feelings and actions—will act upon countless millions.

"It is our privilege, our duty, our job, definitely to say just what the future of our profession is to be and just what kind of services millions are to receive in time to come. But it all comes back to the individual. It all comes back to *you*. What are you doing to build your profession? Just plugging away at the same old job, worrying about how you are going to induce a few more people to visit you this year so that you will make a few more dollars to meet increased rent or to add another figure to your bank account?

## QUICKER RESULTS FROM UNITED EFFORT

"All over the country there are thousands of men doing this—thinking, scheming, planning, spending good money, in the effort to get more publicity to the end that they might make more money. That's it—PUBLICITY.

"They know they have got to have more publicity to make more money, so that they can have more time to do the things they want to do—study the scientific side of their work more thoroughly and carefully, invent new instruments and make themselves more useful in a technical way. Perhaps they want more money for the wife and kiddies or for their own pleasure and satisfaction. But it is a fact that they want more money, and they individually invest an enormous amount of time, energy and money in preparing advertisements, in seeing different people, in studying ways and means of all kinds, in high rentals, in expensive space, or stationery and postage, all to the end that they will get more publicity and thereby more money.

"In these several ways optometrists are spending millions of dollars each year. How wasteful!

"Why not pool our resources and work collectively; instead of trying to sell ourselves individually to the public, why not sell our profession—why not do a big thing in a big way?

"Individual expenditure for the purpose of individual gain is a ceaseless treadmill. It gets you only a little way. A little burst of publicity and you forge ahead for a time and then if you stop, back you inevitably go, and the whole job must be done over again. And then there are those who come after you—perhaps your son. Your success as an advertising optometrist will mean little for him—for the future optometrist. He will have to do the same thing over again. Why?

*"Because you are advertising John Smith and when John Smith dies his work dies with him. Advertise John Smith's vocation—his science, his profession and it will live for generations after him. Never worry, then, about John Smith's individual practice; it will take care of itself, if he has a reasonable degree of competence.*

"That is the job optometrists have, all cut out for them—to make their profession known. Did it ever occur to you that no one ever asks what a dentist, or an osteopath, or a physician is? Yet probably 99 out of 100 persons in the United States do not know what an optometrist is. *Many of your own patients do not know.*

"This situation must be bettered at once. Individual efforts will never do it. We must strike *now* while the time is ripe. We must sell Optometry to the American people, completely and conclusively, within the next five years. We must teach the public always to associate eyes with optometry—to seek an optometrist when an eye-examination is desired.

#### AFTER EDUCATING THE PEOPLE

"Then, ultimately, our profession—our science—will be working for us. To be an optometrist will be publicity enough. Year in and year out, day and night—this seed

of knowledge planted in the public mind will grow and bear fruit for us. This can be done only by collective effort—by collective investment in a publicity fund. And that is the work of the Department of Publicity of the A. O. A. Our plans are made and *we are going to carry the job through—Over the top.*"

Mr. Wiseman urges to members of the association not to delay sending in their quota toward the fund. Herein, he states, is found one of the avoidable items of expense. Other co-operative funds, he finds, have cost as high as 30 per cent to collect, while the optometrists will endeavor to keep the expense down to less than 5 per cent.

"Remember," Mr. Wiseman pleads, "that other optometrists, just like you, have to earn a living while they are giving their time, and that they are not getting a cent for it. Don't sponge on their enthusiasm, their willingness to sacrifice, by putting too great a burden on their shoulders. Don't make them work so hard that they will become disgusted and give up this wonderful idea—this plan to make more money for you—to establish you on a firmer basis in your own home town."

#### A State's Campaign to Increase Milk Consumption

The California Dairy Council is conducting a milk survey in the state, the Geo. F. Eberhard Company, San Francisco, placing the copy and conducting the campaign.

The purpose of the survey is to determine the percentages of school children receiving or not receiving an adequate amount of milk in their diet. Newspaper advertising, signed by the Dairy Council and the State Board of Health, directs the attention of mothers to the need of milk as a food of first importance, particularly for children. One advertisement urges mothers to fill out and return the cards that will be taken to them from school by their children. There is space on the card for the child's name, school grade and for the amount of milk he or she drinks daily—one glass a day, a pint or more, or none at all. Teachers fill in additional blanks for age, height and weight and then each teacher summarizes the data in the form of averages which she turns in to the principal. The latter, in turn, fills out a card for the whole school and sends it to the superintendent for the general compilation.

# Who are these Associated Artists?



No. bobbed hair—nor flaunting  
smocks.

But a business organization—  
“Artists First, Advertising Men  
Nevertheless”—each doing the  
thing he likes best and conse-  
quently does best.

For your sake and our own,  
Mr. Advertiser, we have real  
advertising men to get your view  
point and apply to it our ability,  
individual or collective.

## Associated Artists of Philadelphia

*Artists First—Advertising Men Nevertheless*



*Which is at 1630 Sansom St.*

## When the problem is *Low Cost—but High Quality*

—when you want to turn out a crackerjack job, but must stick to the limits of a set cost, let this paper help you!

# Glazier Coated Book

A Quality paper, moderately priced

It's a beautiful sheet,  
well made, smooth surfaced,  
and dependable on the press.

Like all our other lines it is run through the coating machine *twice* to assure perfection of surface.

If you have a worrbersome job on hand, or in sight, possibly we can help.

Samples, dummies, prices sent on request.

*Please communicate with nearest branch.*

## BERMINGHAM & PROSSER CO.

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*Dependable Printing Papers for Every Purpose*

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KALAMAZOO

CHICAGO

NEW YORK

## What Are the Women of the World Buying?

International Meeting Called By National Federation of Business and Professional Women's Clubs Holds Interest for American Manufacturers—Trend Toward Home Life in Italy, but not in China.

TWO of the speakers at the international meeting called by the National Federal of Business and Professional Women's Clubs, which was held at the McAlpin Hotel, New York, on October 22, made statements in the course of their remarks which should be of interest to American manufacturers.

Dr. Clelia Lollini of Rome, Italy, one of the leading young women physicians of her country, said that professions for women have become almost a fad and that now there is a general tendency back toward training girls for wifehood, motherhood, and good home makers. Even the feminist leaders, she said, are taking an active part in the movement, because they believe that if women are educated to have an intellectual life and to know how to make home life ideal, they will be more useful members of society. "Let us train our girls for active, useful lives before marriages, and give them professional opportunities, but at the same time, let us not neglect to train them for the larger, finer duties of a normal home life, which makes for national progress and the advancement of the race."

Dr. Kahn, one of the best known women physicians in China, who is head of one of the large hospitals there, said that a great wave of commercialism is sweeping her country. All of the women want to be shopkeepers, and there seems to be a special demand for umbrellas. The paper umbrella of their own make is no longer considered adequate protection from the sun and rain, and they are demanding American goods, expecting America to be the leader in everything. Dr. Kahn said that

she wondered that American manufacturers have not waked up to the fact that China would be a good market for this particular article.

Cotton goods also are in demand, because the goods produced in other parts of the Orient are not satisfactory. "We are all right on our silk," said Dr. Kahn, "but we need foreign cotton goods." There has been quite a movement along the line of stock selling to equip factories for the production of cotton goods. As a demonstration of the fact that they must either manufacture it or import it from America, large quantities of the unsatisfactory oriental cotton were collected and publicly burned. "American and European goods only" has become a sort of slogan in China," said Dr. Kahn.

She also states that the Chinese women are bound to be good commercial women and will make excellent shopkeepers, because even now they are the best collectors in China. They are persistent and clever at this particular line of business.

"But some of the missionaries," said Dr. Kahn, "are seriously disturbed because so many Chinese women want to become old maids, so that they may enter the medical profession. The missionaries fear the effect of a decrease in population." However, Dr. Kahn is trying to convince them that since Chinese women have married and reared families for the last 4,000 years, it will not be a serious detriment to the country for a few of them to become old maids now to look after the rest of the women.

## Reports for Employees

A recent issue of the "N. C. R." the house-organ of the National Cash Register Company, Dayton, O., is entirely devoted to a report covering a European trip made by the president and general manager of the organization, John H. Patterson. The report, illustrated with European scenes visited by Mr. Patterson and his party is addressed to the officers and employees of The National Cash Register. It deals, in the main, with visits to the National Cash Register organizations in Europe, especially in Germany, where it has been operated by the German Government; a study of the problems of capital and labor abroad; studies of credit and exchange conditions, etc.

# Labor Turnover Can Be Decreased By Direct Advertising

This Result Can Be Achieved Through Cultivation of Employee Good Will

By Roscoe E. Scott

National Lamp Works, Cleveland, O.

**T**WENTIETH-CENTURY industry has expanded to a point where the typical manufacturer's employees are so numerous that for many purposes they can be efficiently reached only through the printed word—through direct advertising. It is worth noting that some of our big industries, employing thousands of men, have only a handful of customers on their books. Our shipyards and our locomotive works furnish examples of this condition. Is it hard to imagine that in such cases internal advertising may soon develop to a point where it is of even greater importance than advertising to the customer?

A consideration of the increasing prominence of the labor element in our country's affairs, added to the impossibility of the factory manager coming into personal contact with all of his people, makes it easy to see what a field there is ahead for internal publicity work.

It may be frankly admitted that even in the largest modern plants the management can still maintain personal contact with the mass of employees through its superintendents and foremen, just as the sales manager talks to the sales trade through his jobbers and dealers. But there are decided limitations to the dissemination of ideas by personal contact in a large corporation. Some foremen do not have the necessary tact or ability to explain the company's policies to the employees, or to foster an atmosphere of harmony and co-operation. Other foremen are too busy, or take no interest in anything of a non-mechanical nature. Still other foremen are perhaps not thoroughly "sold" on

Address before Cleveland Convention,  
Direct Mail Advertisers Association.

the company's policy themselves, and for them to educate their subordinates would be like the blind leading the blind. The best foremen and superintendents welcome advertising as a help, just as the best jobbers and dealers recognize the usefulness of dealer-helps.

Nobody has ever proposed any form of advertising other than direct, for the primary purpose of conveying a message to all of the employees of a given concern. In an employees' payroll there is a mailing-list that is 100 per cent correct. When an employer occasionally uses general mediums, such as the newspapers, to make an announcement or deliver a message to his people, as for example when a strike appears to be brewing, it is usually because he is seeking to influence public opinion, quite as much as his own employees. Practically speaking, direct advertising has the field to itself.

One of the big services that advertising can render is in strengthening the bonds of good will between an institution and each employee in that institution, incidentally reducing the huge labor-turnover that lack of good will is largely responsible for.

## DIRECT ADVERTISING TO INCREASE INDUSTRIAL AMITY

Internal advertising will fail, if it is undertaken in the spirit of capital, preaching a sermon at labor. Forget capital and labor. Direct advertising's mission is simply to spread the truth and thereby create good will between an individual and an institution—which consists of a lot of other individuals, managers, clerks, operatives, but all of them human beings.

Perhaps the problem of the in-



## *How A Retail Druggist Buys*

When an advertising agency prepares a plan which contemplates drug store distribution it attacks a unique field.

The Druggist purchases and sells in a manner so apart from all other retailers that the problem of selling *him* is equally apart.

Our experience in this phase of merchandising has aided us in developing some unusual sales-plans.

We will be glad to give the benefit of this experience to a manufacturer who desires to secure distribution first and to have his product advertised afterward.

**THE CLIFFORD BLEYER CO.  
ADVERTISING**

20 EAST JACKSON BOULEVARD  
CHICAGO





ERWIN & WASEY COMPANY  
*Advertising*  
CHICAGO

Our relation with the client are perhaps more intimate and confidential than is the rule, since we try to work as a part of his organization rather than as a factor outside it

stability, the perpetual shifting, of factory personnel can be more clearly visualized by considering one of those rare exceptions that prove the rule. The General Electric Company has in one of its factories, in Providence, Rhode Island, a worker who has been with that particular plant, and its predecessor, for forty-five years. The people who stay with their jobs only forty-five weeks are a thousand times more common than the one who sojourns forty-five years. Even if direct advertising can only slightly ameliorate this condition, it has a field for tremendous helpfulness in large establishments.

Employers who do not offer good wages, good hours and good treatment would do better to keep away from internal advertising, for it is easily understood that it doesn't pay to advertise unless or until there is something to shout about. But when the level best has been done to provide good working conditions, such efforts cannot be expected, unheralded, to solve every difficulty with labor—a fact which many employers have discovered to their sorrow. It is just as unreasonable to expect welfare work and wartime wages to make a satisfied body of people as it would be to expect a large distribution of goods without advertising.

A company may spend \$20,000 or more on a special ventilating and air-washing system, in order to provide the best possible breathing conditions in the factory, but does Mary Ann Perkins give that fact a moment's thought before taking it into her head to "lay off a few weeks?" Maybe she does; perhaps she takes into consideration the various efforts that have been made on her behalf and decides that she, in turn, will do the square thing by her employer. If she takes this view of the matter, it is probably, in part at least, the unconscious, cumulative effect of tactful and persistent advertising.

The employees' magazine is a logical starting-point for any programme of internal publicity. There are some splendid magazines of this sort and they are good-will

builders of unquestioned value.

In the plants of the National Lamp Works there is another form of advertising which in some of its features is rather unusual. It is a system of placarding which was put into operation about two and a half years ago. It is a three-fold system, comprising:

Permanent printed signs, protected by glass in wooden frames.

Printed placards protected by celluloid in slotted frames so as to be easily removed—these placards are changed every few weeks.

Printed cards of standard postcard size, placed in large numbers throughout the factories in holders of three specially-designed types. These cards also are changed at periodic intervals, the idea being to insert new copy before the old copy becomes stale.

#### CONSISTENT CAMPAIGN OF NATIONAL LAMP WORKS

Under this "Good Will Placard System," as it is termed, about 80,000 pieces of printed matter are displayed annually.

The purpose of the large permanent signs is to advertise certain definite facilities, or beneficial features of the plant. One sign, for example, referring to the air-washing system, reads as follows:

"Your health is priceless.

"You value it—we value it, too.

"We value it so much that we have put in a special ventilating plant, costing many thousand dollars, to change the air in here completely every few minutes and prepare it for your lungs. The air is purified, then moistened so as not to be harmfully dry, heated or cooled (as needed), and forced into this room by a powerful fan.

"No poor air conditions for our people—not if the management can help it!"

Similar signs feature the pure drinking water; large windows; fireproof doors; clothing lockers; toilet facilities; fire extinguishers; safety appliances and so forth.

Progressive executives often consider it their duty to provide safe, slightly and sanitary plant facilities, whether the employees appreciate them or not, but pro-

gressive executives do not overlook the desirability of appreciation. Appreciation is secured through advertising, because the advertising causes the reader to open his eyes and trace a personal connection between the various plant features and his own individual self.

These little printed placards are designed to foster a saner, more American attitude: The attitude of putting everything possible into one's job for the sake of getting everything possible out of it.

Good will, of course, cannot be artificially created by advertising. Good will must originate at the top—it must radiate from the management. But advertising is an important factor in the distribution of good will, just as much as in the distribution of tangible merchandise.

An interesting test of the effectiveness of the placard advertising system was made in a certain department employing over 100 men, all members of a trade union. Unexplained absences from work were becoming quite common. On a certain day the advertising was installed, and placards covering in a tactful way the subject of absenteeism were featured. The time cards for the following month showed a drop of more than twenty-five per cent in the percentage of absences.

It is possible to convince almost any reasonable employment manager, by using his own figures, that internal advertising is worth his trying for the sake of the stabilizing effect, if nothing more. First find out how much he figures it costs him to hire and train a new employee. Suppose that this cost of breaking in a new worker is \$100—it often exceeds that—and assume 500 workers in the plant. That means a cost of \$5,000 a month for labor turnover, assuming that the average duration of employment is ten months. In many factories employing girls the average duration is less than ten months. \$5,000 a month—just for replacing the operators who quit! What manager would not gladly spend one or two per cent of that amount in advertising, in the hope

of reducing the total cost by a much larger percentage?

### Japan's Growth as a Toy Maker

What is Japan's future outlook as to the world trade now that competition will again take place from all the European countries?

At present she holds first place in exports of dolls and toys, the same being over four million dollars for the year 1917, and she will not throw away the knowledge which has come to her. They have studied this market thoroughly as well as the competition which is liable to come from all other sources in the future, and they entered into the manufacture of these lines with the idea and intention that when the time came to meet all competition they would be able to retain their markets. While the new lines developed were at first poorly made, flimsy and crude in design, they have improved wonderfully in the manufacture of bisque head dolls, bisque baby dolls, celluloid dolls and toys, china tea sets, fancy designed Christmas tree ornaments and beads and especially harmonicas—these items now being perfectly tuned and finished in the largest harmonica factory in the world.

Japan does not attempt to compete with American made toys, and such toys as they manufacture are not made in America, so that Japan looks to America for its future big market and co-operation to help meet German competition.

—Playthings.

### Buying and Selling Clubs in Missouri

Community buying and selling clubs may be established in Missouri under the provisions of legislation enacted by the fiftieth general assembly of that State, and recently approved by the governor. The legislation makes it possible for an association to be formed which has the privileges which are extended to a corporation, that is, the personal property and other individual holdings of members in case of a financial mishap are exempt from seizure for debts or similar obligations. The legislation enacted intends that through one of the proposed community associations farmers can sell directly to municipal clubs of the same character or to wholesalers or retailers or to individuals, and gather in the top market prices without paying the commissions or profits exacted by local buyers and shippers and city commission men, or losing through the manipulations of the men to whom they consign products for sale.

Another feature of the legislation is that merchandise and other necessities the farmers need, in turn, can be purchased in carload lots through such an agency from manufacturers and other producers at the lowest figures.

### Miami "Herald" Ownership Changed

Control of the Miami, Fla., *Herald* has been acquired from the Flagler estate holdings, by Frank B. Shutts, F. B. Stoneman and Edward Taylor.

# The Choice of The Majority

## For Auto and Tire Advertising

The Syracuse Post-Standard during nine months of 1919, carried nearly as much auto and tire advertising as the combined total of the competing Sunday and two evening newspapers. Local dealers and national advertisers are quick to realize the wonderful trade opportunities in the busy and responsive territory dominated by the Daily and Sunday Post-Standard.

*hue Beora*

# The Syracuse Post-Standard

# THE DICTAPHONE

(Registered in the U. S. and Foreign Countries)



## Proves Its Case in 15 Minutes

The Dictaphone is the best way to handle the daily mass of copy, letters, memos, instructions, data, which every advertising man is daily confronted with. A 15-minute demonstration will prove it to you in *your* office, on *your* work.

Make an appointment today. Branches in all principal cities—see your telephone book.

## THE DICTAPHONE

Dept. 134-J, Woolworth Bldg., New York City

Write for Booklet  
"The Man at the Desk"

There is but one Dictaphone, trademarked "The Dictaphone," made and merchandised by the Columbia Graphophone Company.



# Better Pastry from Pastry Flour, Keynote of This Campaign

Miller in Soft-Wheat Region Advertises to Spread Knowledge of His Product

By Margaret A. Bartlett

EDUCATING the housewife to the use of a special, separate flour for her pastry cooking, and educating the dealer to the handling and selling of such a flour seem scarcely necessary in certain parts of the country. Back in New England every housewife, so it seemed, had her bag of pastry flour alongside her bag of bread flour. She didn't know exactly what the difference between the two was: she only knew that pastry flour made lighter, better cakes and pie-crust. In ordering flour, the housewife invariably was asked by the grocer: "Bread or pastry?"

Yet here in Colorado when I ordered pastry flour, I was sent from one store my regular bread flour, and from another, a package of a nationally advertised especially prepared cake-flour. I mentioned the fact to several neighbors. "Pastry flour?" they said, "why, we always use the same flour for both bread and pastry." Flour was flour to them, and no more!

Yet there is a distinct difference between the two flours. Bread flour is milled from hard-kernelled wheat. It contains a large proportion of gluten, the nitrogenous property of the wheat grain, which makes bone and muscle — the reason bread is such a highly nutritious food. Pastry flour, on the other hand, is milled from soft-kernelled wheat. It contains less gluten, and is, therefore, preferable for fine cooking. It can easily be detected by its appearance and "feel," being whiter, "softer" and finer than bread flour. When squeezed it forms a soft ball.

Now both the soft-kernelled and the hard-kernelled wheat must be converted into flour, and since it is the hard-kernelled variety which contains the most gluten — prime requisite of a good bread flour — it is obvious that housewives should be educated to the use of the product of the soft-kernelled wheat —

the flour especially adapted for the best pastry cooking.

True, there are blends. The most widely known flours are "scientifically blended" to make a superior "general purpose" flour — so "scientifically," in fact, that the statement has been made by many housewives of a former generation that they have "taken the staff out of the staff of life." And, to a certain extent, that is true. There may be flours blended from soft and hard wheat so as to be "equally good for both bread and pastry"; but they cannot at one and the same time be *best* for bread and *best* for pastry.

## TWO FLOURS TO SELL—HOW ADVERTISING HELPED

It was, therefore, to educate the housewife to the use of these two distinct flours — bread and pastry — that the Vancouver Milling and Grain Co., of Vancouver, Canada, launched two advertising campaigns this summer. The first, which made its appearance early in the season, about the time the soldier boys were returning home, mouths watering for home-cooked food, was designed to impress the housewife with the better results she could obtain by using a pastry flour for her pies and cakes. The second, appearing only recently in the Vancouver dailies, played up the high gluten content, and, consequently, the high nutritive value, of the bread flour.

Wheat is grown in the vicinity of Vancouver — along the Lower Mainland of British Columbia — to quite an extent; but it is of the soft variety. Practically all the hard wheat is imported from the high Canadian prairies. Yet, because of the presence of so much soft wheat, a proportionately large amount is milled. And it is by no means entirely blended with the prairie wheat to make an all-round flour. Pastry flour is abundant in British Columbia. Every grocer handles it,

largely in small ten-pound sacks, and every housekeeper, who follows the ads, has seen it mentioned in the grocery quotations of the large department stores. But every housekeeper by no means uses pastry flour for her fine cooking. To many, flour is flour, one kind as good as another.

To induce these housewives to try a sack of its Wild Rose Pastry Flour, the milling company ran a series of ten-inch, three-column advertisements in the Vancouver dailies, depicting in the most appetizing manner the perfect pastries that could be made from the use of the special flour. Readers were told why pastry flour is preferable to ordinary flour for their fine cooking—the very reason that it made lighter, fluffier cakes and pie-crust. And, more interesting still, they were told, "you'll save 25 per cent in shortening and less handling"—a real drawing card, for what woman is there who does not like to feel that she is economizing on both money and labor?

And the ads pulled. Fifty thousand ten-pound sacks was the quota asked of the advertising agency. In the three months that the campaign lasted, 105,000 sacks were sold.

Later came the bread flour campaign. Its main purpose was, of course, to induce the housewife to bake her own bread, but incidentally it worked for the sale of pastry flour, for this campaign was likewise educational. It told why the Royal Standard Flour made the best bread possible—because it was the richest in gluten. Though it might be in appearance like any other flour, daily laboratory tests proved it highest in gluten content, and therefore the greatest maker of muscle and energy.

Bread flour for the gluten it contains: pastry flour for its lightness and adaptability to pastry cooking. Thus were the two flours differentiated in the minds of the housewives of Vancouver. Royal Standard Bread Flour to provide her family with the greatest body-building food: Wild Rose Pastry Flour to make her cakes and pies the lightest, puffiest delicacies ever tasted. Though she had been content before with one general purpose flour, she was now going to de-

mand the flour for her bread that would give to her family the most energy and muscle-producing elements, and for her cake, the flour which would insure her best results.

As for the dealer, he was shown how he could sell two bags of flour at one sale, or a sack of Wild Rose Pastry Flour along with a loaf of bread. He could double up on sales with no added overhead expense. The company went to the limit in dealer helps. There were window displays, contests, letters to his customers. "Make two dollars (profit)" he was told, "grow where one grew before." And it looked probable to him that he could do it. Therefore, he entered heart and soul into pushing both a bread and a pastry flour rather than one all-round, general-purpose brand.

### China Discovers America

Truly representative American news is being distributed in China for the first time in the history of the country. Heretofore the only American European news received in China was distributed by Reuters or by the German Agency Ostasische Lloyd or by the Japanese Agency Kokusai. In spite of the fact that American news has been made available, the news printed in the Far East has been largely limited to reports of crime and corruption.

During the early months of the war the Committee on Public Information established an American news agency which, though the Chinese people have been led to misunderstand us, leaped into instant popularity. After the armistice, when Government funds were no longer available, American business men founded a corporation to maintain the American news agency with private capital. This organization intends to carry out advertising campaigns, to translate and publish American books, collect crop reports and to distribute American seeds to Chinese farmers.—*The Nation's Business.*

### Canadian Pulp Exports Increase

Canadian exports of pulp and paper during August, 1919, amounted in value to \$8,348,179, as compared with \$7,118,398 in August, 1918, a gain for this year of \$1,229,781. Exports of pulpwood amounted to \$944,877 against \$1,978,012 a year ago, a falling off of \$1,033,135.

The paper exports included 57,817 tons of newsprint, valued at \$4,140,812, the importing countries including the United Kingdom, United States, Argentine Republic, Australia, Brazil, British South Africa, Cuba, New Zealand, and Peru.

### L. B. Jones Is a Kodak Director

L. B. Jones, advertising manager of the Eastman Kodak Company, Rochester, N. Y., has been elected a member of the company's board of directors.



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# McCLURE'S MAGAZINE

*announces*

The November issue of McClure's is being printed in Cincinnati. The average date for distribution of this issue will be November 12th.

The December issue of McClure's will also be printed in Cincinnati. The average date for distribution of this issue will be December 1st.

**A. S. MOORE**  
*Business Manager*

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## Concentrate on Quality

Every quality argument is  
strengthened by the use of

### ART MAT

*The incomparable dull finish coated*

The first impression of an Art Mat publication is the impression of quality. Its full dull surface, the dignity of its type page, the richness of its illustration, and its indescribable atmosphere of distinction and refinement will stamp the seal of quality upon your goods from the outset.

Costs more

Worth much more

LOUIS DEJONGE & CO.

NEW YORK CITY



# Erroneous Economic Articles That Pervert Public Thinking

The Case of the Safety Razor—What It Costs to Make It and to Sell It

By Halbert P. Gillette

Editor of *Engineering and Contracting*

WHEN will American daily papers come to realize that it is an economic crime to publish articles on economic subjects by authors that lack adequate economic knowledge? Probably not until scientific and professional men go to editors and publishers of daily papers and show them the blunders that non-technical authors are constantly making.

As an illustration of the sort of current literature that is reprehensible because of its technical errors I will cite a recent article in the Los Angeles *Times* by Frederick J. Haskin. Mr. Haskin's theme is the high cost of retailing products. He gives the following examples to illustrate the point: No. 1, "a certain popular safety razor which sells for \$5 is made at a shop cost of one-tenth of that amount." No. 2, it costs 0.5 to 0.75 ct. per kilowatt hour to generate electricity from coal, but "the public, in most places, may have to pay 10 ct. per kilowatt hour." No. 3, "the shop cost of making a high-grade typewriter to sell for \$100, is estimated by experts at from \$12 to \$18 each." No. 4, an electric motor that sells for \$6 can be made for \$1.

It is apparent that Mr. Haskin does not know the meaning of the term "shop cost," for he says:

"Shop cost includes labor, materials, interest on the actual investment in machinery, and the amount involved in the deterioration of the machinery. It does not include the salaries of executives, and other purely administrative expenses. It is the actual cost of making the article."

As a matter of fact "shop cost" includes no "overhead costs"—not even interest, depreciation or taxes

on the plant. Usually the "overhead costs" of manufacturers equal or exceed the "shop costs." In the case of the \$5 safety razor, the major part of the cost is the cost of advertising and the discount to the retail dealers. I was told several years ago (by a man who knows) that the cost of selling a \$5 safety razor was \$2. Mr. Haskin states that the sales company that markets this razor pays the manufacturer \$2 a razor. If, then, the selling cost and discount is \$2 more, the profit to the selling company is not more than \$1. If the "shop cost" of the razor is 50 cents, it is probable that the overhead costs are another 50 cents, making a total "manufacturing cost" of \$1.

## ARGUMENT FAR AFIELD

The resulting \$1 profit made by the manufacturer would be properly regarded as very great, were it not that the razor is patented. Moreover, this was the first safety razor ever manufactured and sold in large quantities. Prior to its use, millions of men either spent 15 cents for a shave or butchered their faces. At 15 cents a shave three times weekly, the cost of being shaved is \$23.40 a year, to say nothing of the value of the time lost waiting to be shaved. So the man that pays \$5 for the safety razor saves its full price in less than 3 months.

But in order to induce the average man to make an annual profit of more than 400 per cent on his \$5 investment in a safety razor, it was necessary to conduct a great educational campaign. The cheapest way to educate the average man to buy a given thing is by advertising. So, even though it costs \$2 per razor to advertise it, the cost of educating men to use a safety

Reprinted from *Engineering and Contracting*, Chicago

razor is very moderate compared with the saving effected by its use. Surely the inventor of the safety razor is entitled to \$1 a razor during the 17-year life of his patent. Not less certain is it that the man at the head of the sales company is entitled to another dollar per razor for the novelty of his idea in marketing the razor in great numbers by liberal advertising. Mr. Haskin says of this man:

"It is said that the man who designed and first made this razor for less than half a dollar, intended to sell it for a dollar. He could have made a nice profit at that figure, and could have done a certain amount of advertising, which is, of course, absolutely necessary. His business associate expressed the opinion that the razor could be sold for much more than a dollar. The inventor disagreed. They ended by forming two corporations—a manufacturing company and a sales company. The sales company bought the output of the manufacturing company at \$2 for each razor, and sold the razors for \$5 each. Moreover, it sold millions of them all over the world. African chiefs and South Americans and Russians have corroborated the judgment of the sales manager that the public would pay \$5 for a 50-cent razor, just as quickly as it would pay \$1."

#### NOT ALL THE TRUTH

The "business associate" who conceived the idea of putting a \$5 price on this invention, and who had the courage to plan and the ability to execute a great selling campaign, is as much entitled to reward as the inventor himself. The public is prone to overlook the gain that it realizes from the exercise of brains by such men as the man who conceived and executed the great idea of educating millions of men to use a safety razor. Mr. Haskin not only overlooks this economic factor entirely, but fails even to see that the inventor of the safety razor was entitled to a liberal reward.

Passing to Mr. Haskin's second example, we have another sort of economic blunder on his part. It is true that electric current could

be generated for about three-quarters of a cent per kilowatt hour prior to the war, but only where the "load factor" was very high, the plant large, and the price of coal low. Now it happens that the average householder has a very low "load factor," since he uses current only about 3 hours out of the 24, and even then not ordinarily up to the capacity of his lamps, etc. Nevertheless, there is the annual interest, depreciation and taxes on the meter, wires and poles that serve him, entirely independent of the number of hours that he uses the current.

Reading a customer's meter, billing him, bookkeeping, interest, depreciation and repairs on the meter and service wire from the street to the house amount to about \$7.50 per residence customer per year (at pre-war prices). But the average residence customer uses only 250 kilowatt hours per year, so that this "service cost" alone amounts to 3 cents per kilowatt hour. To this must be added the cost of generating current at the low station load factor (say, 15 per cent) attributable to residence customers or about 2.5 cents per kilowatt hour. And to this must be added the cost of distributing the current also at this low load factor, or about 2 cents per kilowatt hour. This makes a total pre-war cost of 7.5 cents per kilowatt hour for the average residence customer of a steam-electric plant, allowing 7 per cent interest on the investment. The reader is referred to pages 62 to 82 of the Handbook of Mechanical and Electrical Cost Data, by Gillette and Dana, for a detailed analysis of the costs of generating and distributing current to different classes of customers.

To Mr. Haskin the gap between a generating cost of 0.8 cents per kilowatt hour (at a 50 per cent station load factor) and an 8 cent kilowatt hour charge, a residence customer (at a 15 per cent station load factor) seems to indicate either woeful economic management or profiteering, for he says:

"It may be argued that the other 9 cents (the difference between

THE November and December issues of St. Nicholas will be published out of New York City and distributed on our regular basis so as not to seriously interfere with former schedules.

The November issue of the Century will be slightly delayed inasmuch as this issue is completely tied up in New York.

The December issue of Century will be published along about the first of December.

Succeeding issues of both Century and St. Nicholas will be published regularly hereafter.

*Don M. Parker*

# DRY GOODS ECONOMIST

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Beginning November 8th, the DRY GOODS ECONOMIST resumes *printed* publication.

From then until further notice it will be printed in our St. Louis plant.

Published every Saturday. Type page size  $7\frac{1}{2}" \times 10\frac{1}{2}"$ .

Forms close in New York *one* week prior to date of issue.

Forms close in St. Louis on Monday prior to date of issue.

When it is necessary to see proofs allow *4 days extra*.

Send western copy *direct* to St. Louis.

Eastern copy not ready in time to reach New York by Saturday prior to date of issue should be sent *direct* to St. Louis, and New York office advised.

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## DRY GOODS ECONOMIST

239 WEST 34th STREET  
1627 LOCUST STREET

NEW YORK  
ST. LOUIS

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a 1 cent cost of generating and a 10 cent price) is cost of distribution, but the argument will hardly hold. It costs less to distribute electric current over a wire than it does to distribute other commodities by auto or horsepower. Yet, almost any commodity can be distributed in the latter way for far less than 900 per cent of its value. And, besides, the companies that supply the Government current at 2 cents are not losing money. This discrepancy between shop cost and selling price represents economic waste, and is a large factor in the high cost of living. There is no intention here to fix, or even suggest blame for this waste. It may be due in part to the charging of excessive profits by the manufacturer, the wholesaler, the retailer, or all three. It may be due in part to wasteful and inefficient methods on the part of one or all of these factors. It may be due primarily to the fact that our whole industrial system is loosely and inefficiently organized."

Mr. Haskin's attempt to reason by analogy between the cost of distributing electric current by wire and hauling commodities by auto truck is an excellent illustration of his lack of knowledge of industrial economics. Yet he evidently is one who seeks to reform economic ills! But I blame such economically uneducated writers less than I blame the periodicals that publish their deceptive illustrations and inferences. Perhaps we should carry the blame still farther back, and place it upon the shoulders of engineers and other economists who fail to point out to editors of daily papers and magazines the economic blunders made by contributors.

Engineering societies have been derelict in their public duty in not attempting to persuade the public press to eliminate economic articles by non-technical men, unless such articles have been edited by men competent to judge their truth.

F. F. McKinney, formerly with Brooke, Smith & French, Inc., Detroit, is now with the Brotherton-Noble Co., Detroit.

## W. N. Record Made an Officer of Frank Agency

Willard N. Record, who has been general manager since 1903 of the Chicago branch of Albert Frank & Company, advertising agency, New York, has been made second vice-president of the organization and will continue to direct the company's interest in the middle west.

Charles J. Keller has been made manager of the service department of the Chicago branch and Lloyd B. Myers has been made a member of the service department of the New York office of the agency.

The service department of the New York office has been enlarged through the acquisition of Frank R. Farnham, formerly vice-president of Rex W. Wadman, Inc., advertising agency, New York; Waldo W. Sellow, formerly advertising and sales manager of the automobile department of the New York Edison Company, and Jerome E. Walter, formerly assistant advertising manager of L. S. Plaut & Co., department store, Newark, N. J.

M. R. Herman, who has been in charge of the service department at New York, has been made manager of the sales department in the latter city.

## Seelye & Brown Agency Staff Increased

C. C. Smith, who was formerly with the Campbell-Ewald Co., Chicago, has become head of the space buying and market analysis departments of Seelye & Brown, Inc., advertising agency, Detroit. This agency has also obtained the services of George Wallace, who during the last eight years has been engaged in banking and investment work. Mr. Wallace will be in charge of financial advertising for Seelye & Brown, Inc.

## A. F. Ashbacher With Batten

A. F. Ashbacher, who was manager of the copy service department of the Simmons-Boardman Publishing Co., New York, for a period of six years and who was for a short time with the Gage Publishing Company and the Mail Order Advertising Service, both of New York, is now a member of the copy staff of George Batten Company, Incorporated, New York.

## Julius B. Parkell Is Dead

Julius B. Parkell, vice-president of the Branin-Parkell Agency, Inc., St. Louis, died on October 19. Mr. Parkell was at one time advertising agent of the St. Louis & San Francisco Railroad, and before entering agency work was with the Woodward & Tiernan Printing Company of St. Louis.

The Leader Publishing Co., Inc., Staunton, Va., publisher of *The Morning Leader*, and *The Evening Leader*, has purchased *The Daily News* of Staunton, Va. Hereafter *The Leader Publishing Co.* will issue two papers to be known as *The Evening Leader*, and *The Morning News*.



## The Atlanta Journal

Atlanta, Ga.

**Welch's Grapeland is a big, outstanding success of 1919**

In Atlanta, the crucial first newspaper advertising schedule was carried in The Atlanta Journal alone.

**Advertising in The Journal Sells the Goods**

**AS** to a choice between the general and the specific, there can be but one answer.

**Underwear**  
THE  
**Hosiery**  
**Review**

is Specifically and Exclusively

**Underwear and Hosiery**

**320 Broadway, New York**

## A Returning Sailor Talks on Wages

(Continued from page 6)

and others who were thinking along national lines. He tried to show that:

We have representatives at Washington of such places as Pennsylvania, Idaho and Vermont, whose inhabitants have nothing particularly in common except a postal address. If we, the people, want to deal with longshoremen, steel workers, mechanical engineers, capitalists or manufacturers' associations, we are forced to go outside of our government institution and deal with business associations or trade unions, with no legislative or administrative power, that often do not represent the entire industry and, are organized to fight only for their own unrelated rights, without due consideration for the far greater right of the public.

While he had the greatest respect for members of Congress and knew who his own representative was, which was more than I could tell, he pointed out that such a member of Congress is seldom a representative business man or identified with any particular industry and if he was, he ought not to be. He is paid to look out for the interest of the nation, so that if we, the people, want to find out anything about any particular trade, or if our representative is called upon to vote about the interest of any particular national industry, he is at a total loss. To put upon the representative from Vermont the responsibility for the well being of the steel trade in all its phases is like turning over the task of revising our currency system to the W. C. T. U.

Associations of manufacturers are particularly interested in prices, and labor unions particularly interested in hours of labor and wages; have each done a great deal to promote their own particular interest, but there is to-day a more important interest than either of these, and that is, the good health of the industry upon

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It is our business to create advertising which adequately expresses both a product and the institution behind that product.

The Power, Alexander & Jenkins Co.  
Advertising  
Detroit

## These Are Rotarians

Thousands of the leading industrial and commercial institutions of the World are represented in Rotary and subscribers to THE ROTARIAN—for example, the following are a few of the well-known concerns in Toledo, Ohio, that are Rotarians:

Willys-Overland Company  
Manufacturer Automobiles

Electric Auto Lite Company  
Automobile Starters

Champion Spark Plug Company  
Manufacturer Spark Plugs

Toledo Ship Building Company  
Ship Builders

The Owens Bottle Machinery Company  
Manufacturer Bottle Machinery

Libby Glass Company  
Manufacturer Cut Glass

Toledo Railways & Light Company  
Street Railway and Lighting

De Vilbiss Manufacturing Company  
Manufacturer Atomizers

This is only a limited list of those in Toledo, and remember, that there are 550 cities in which there are Rotary Clubs and in each place the leading business men are Rotarians and readers of THE ROTARIAN, representing UNLIMITED BUYING POWER. Get your interesting sales story before them through their own magazine.

# THE ROTARIAN

*The Magazine of Service*

Published Monthly by the International Association of Rotary Clubs

CHICAGO

*Eastern Representative*  
WELLS W. CONSTANTINE  
31 East 17th St., New York

*Great Britain*  
THOS. STEPHENSON

6 So. Charlotte St., Edinburgh, Scotland

Member Audit Bureau of Circulations

*Advertising Manager*  
FRANK R. JENNINGS  
919 So. Michigan Ave., Chicago

# The Breeder's Gazette Holiday Number

**FOR 1919** will be issued under date of **DEC. 25.**

Arrangements for space should be made at once as forms must be gotten ready weeks in advance of publication date.

No advance in rate for space in this beautiful number.

Distribution more than 90,000 copies.

The Gazette Holiday Numbers have for more than two decades ranked as the outstanding farm journal productions year after year.

## SOME COMMENT ON THE 1918 NUMBER

Dr. C. W. MARTIME, Opdyke, Ill., writes: "The Holiday Number is simply fine. Each number seems the best."

WALTER F. GERWIG, Ogle Co., Ill., writes: "I have your Holiday Number and say without hesitation that it is the best issue I have yet received. It impresses me as a paper that stands by itself and makes a good showing."

VON L. THOMPSON, Birmingham, Ala., writes: "I have read the Holiday Number with great pleasure and profit. It is certainly a grand issue."

H. C. ROBET, Madison Co., O., writes: "It is evident that the Holiday Number of THE GAZETTE was prepared by capable hands, and at no little expense. It is certainly a revelation in the printer's art."

I. B. MOORE, Licking Co., O., writes: "I wish to congratulate you on the Holiday Number of THE GAZETTE. It is a masterpiece and will be greatly appreciated by every one of your subscribers."

J. N. TIMMS of the Ontario Agricultural College, Guelph, Ontario, writes: "I have enjoyed looking through the Holiday Number of THE GAZETTE. It is about the finest edition of its kind that I have seen. The pictures of live stock which you are so generous with are worth a great deal in themselves."

J. M. RANGLES, Waukesha Co., Wis.: "The Holiday Number was the best you have ever printed."

C. MATTHEWS, Putnam, Ont., writes: "The Christmas Number of THE GAZETTE is a fine one. I would rather have it than any one in the country."

I. J. SWAYER, Pickaway Co., O., writes: "I want to endeavor to thank you for the beautiful Holiday Number of THE BREEDER'S GAZETTE. It is on our library table the year 'round."

R. W. SONNENMOSE, Platte Co., Mo., writes: "We think THE GAZETTE the finest live stock paper issued. The Christmas Number was grand. The beautiful scenes of winter-time, the charming sketches and poems, the pictures of live stock and the pages of advertising made a journal which up-to-date farmers and breeders keenly appreciate."

JAMES A. BREEN, Jefferson Co., Colo., writes: "I think the Holiday Number the finest edition of any magazine I have ever seen."

Prof. J. J. HOOPER, Kentucky State University, Lexington: "Splendid; full of useful breed history. I will use it with my students."

JACOB A. DAVY, Miami Co., O., writes: "The Christmas GAZETTE will do more to make farmers appreciate what splendid possibilities lie before them and promote the spirit of achievement than all other influences combined."

F. L. CRICKMAN, Macon Co., Ill., writes: "I enjoyed the Christmas Number very much. It is the best that you have ever published."

**THE BREEDER'S GAZETTE, 542 So. Dearborn St., CHICAGO, ILL.**

which they both depend, to the nation and to the consumer who makes up so great a part of the nation.

#### THE SAILOR'S SOLUTION FOR GOVERNING INDUSTRY

In order to work for the best interests of all, it was his idea that some sort of local government in industry should be set up. That, he said, could best be done by trade associations and by the labor unions. He knew from his own experience what the Red Cross, War Savings Stamps and all the other government activities had accomplished, and was convinced that it had been done almost entirely through the hard work of the people in the local community, and that it was the best way to bring about the kind of co-operation which was essential to national prosperity. Every manufacturer, under this plan, would be made to join a manufacturers' association, and every man a trade union, and each of these associations would be held legally responsible for the actions of their individual members.

All questions applying to wages, the position of women in labor, hours, application of science in industry, training, etc., would be referred to these local councils for action, because they would know something about the matter. From these local councils, could be constructed a national trade council over which would be placed some member of the cabinet, whose job it would be to secure for America a just proportion of the trade in the world without exploiting our own workers or any part of the community. Governing bodies in each industry would thus be composed one half of workers with management and capital the other half. These bodies would be responsible to the Government for the welfare and efficiency of the particular trade that they represented.

"I am a union man and have always been one," said he, "and this sort of an arrangement would take our unions out of the class of fighting, resisting negative organizations, as we have often had to become in the past in self de-

## Keeping Up With The Times

### A FACT A WEEK

Here's a message from Frederic J. Haskin, director of The Times Information Bureau, recently inaugurated. It is addressed to Mr. Marks, Managing Editor of The Times. Mr. Haskin writes:

Let me congratulate you on the stream of inquiries that is pouring into the Information Bureau. There is one outstanding fact with relation to these questions—the fact that they are written by intelligent people who know how to express themselves. The Times has a right to feel pride in the class of its readers.

### The Washington Times

WASHINGTON, D. C.



# VENUS PENCILS

*The Largest Selling  
Quality Pencil in the World*

THE different departments of your advertising plant can be fitted with a VENUS as a pea fits its pod.

17 black degrees  
6B softest to 9H hardest and 3 copying

**Each Perfect  
for its Purpose**

*Try them out this way:*

The executives  
offices

**B and HB**

The copy room

**5B and 4B**

The stenographic  
force

**3B and 2B**

The art department.

**6B to 2H**

A Venus Pencil will help each member of your staff do quicker, easier, better work.

At all stationers and stores throughout the world.

**American Lead Pencil Co.**

205 Fifth Avenue

New York

and Clapton, London, Eng.



fense and interest them actively in pushing the whole business for the benefit of the whole community.

"This sort of a plan should come first from capital or from the state, as men in both these groups have the advantages of education and didn't have to leave school at an early age to earn their living. Labor would go more than half way to meet any such proposal," so said this particular labor man and sailor.

"Everybody wants, and is entitled to, a voice in the management of the industry upon which he depends for a living, whether he is a worker, manager or has his capital invested.

"We should get the same kind of principle for which we fought, that is, the principle of representation, into each business and should make unions of which I am a member, legally responsible, and force both sides to carry out their contracts and not side-step. I think this thing can be accomplished. And also, if we set up national bodies for the special study and application of the new ideas to each trade, we can actually do something in each business for the benefit of the whole nation."

So this particular sailor was going back to Vermont with some new ideas which had come to him on the high seas while scrubbing the deck of a man-of-war perhaps. And I wondered how many more young men had come back with the same kind of ideas, and I would like to be in that little city in Vermont when he gets off the train there with his monkey from South America, his paradise plume and his new vision.

## A Department Store Newspaper Meets a Need

Oklahoma City recently had the opportunity of reading a newspaper published by a department store. Witt's, a department store of that city, published the paper during the six days, September 29 to October 4, when Oklahoma City was without its regular newspapers due to a printers' strike. The paper, while primarily an advertising effort of the department store, was of news interest to the inhabitants of Oklahoma City since it brought news of local and foreign happenings.

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## *Trichromatic Plates Have the "Guts"*

—the stamina to stand up under the electrotyper's handling, the press' pounding, and the ink's biting without blurring their sharpness or losing their detail.

Printers like to see our plates come in on color jobs. They know Trichromatic plates are dependable.

## The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.  
J. H. TRYON C. A. GROTZ

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## *The* Britton Printing Company

*Printing for Advertisers*

CATALOGS  
MAGAZINES



LARGEST PLANT IN  
CLEVELAND, OHIO

**A** MAN we know was called in off of the road about five years ago and given a position as Sales Manager.

Two years later he was made General Manager and about a year ago he was also made Vice President.

This year he was elected President of his concern.

The yearly volume of business has actually been increased over seven times under his management.

Naturally he has had to perfect sales and factory organization capable of doing such an increased business.

He is generally recognized as a fair advertising man.

This year he feels he has made the one big mistake of his career. He picked the wrong crowd to go along with.

Now he is looking for a crowd that he will like and who will at least play fair with him.

He likes to do things that seem difficult and he is either a blamed good man or terribly lucky. He usually makes good.

We would like to have him get in touch with an organization that needs him.

**Address, H. W., Box 75  
Care of Printers' Ink**



## A Sales Bulletin for Men on Commission

"How Shall We Get Our Share of the Time of Our Agents, Who Also Handle Other Lines?"—The Answer of the American Steam Conveyor Corporation

HOW to hold the interest of commission salesmen, who, also handle other lines of manufactured products—this is a problem of the American Steam Conveyor Corporation, of Chicago. "There is always a chance," says Guy S. Hamilton, the advertising manager, "that these agents will devote a greater portion of their time to some favorite account, which may or may not be ours."

A sales bulletin, issued weekly and sometimes oftener, is the method that was adopted not long ago to keep the products of the conveyor company in the front of the salesmen's minds. It is mimeographed, as only forty or fifty copies are needed and is humanized by a cartoon, different each issue, appearing at the top of the first page.

The material put in the bulletin is in the nature of sales helps that will be just as serviceable, frequently, three months in the future as at the time they are issued. Accordingly a binder is placed in the hands of each salesman and he is urged to preserve the bulletins.

Different products of the company's manufacture are taken up one at a time and given some kind of special treatment that would be apt to help the men close sales. Or certain conditions existing in the trade are made clear, or it is shown how to meet objections to buying that may be frequently encountered. As an example of this sort of sales help, there was the issue whose leading article was entitled "These Are Normal Times." It was related that one of the "sales engineers" recently failed to make a sale because

"When Seconds  
Count"



"Catalogs  
—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

**Kenfield - Leach Company**

"Chicago's Leading Printers"  
610 Federal Street, Chicago



**Parcel  
Post  
Carrier**

No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure LOCK. No WRAPPING or TYING necessary.

Ask for Samples and Prices

MADE ONLY BY

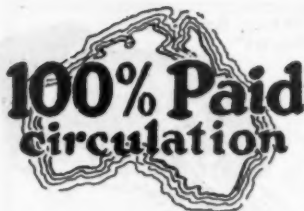
**Chicago Carton Company**

4433 Ogden Avenue

CHICAGO

516 Fifth Avenue

NEW YORK



**100% Paid  
circulation**

### Consider the Commonwealth

The wealthy farmers of Australia  
and New Zealand who read

### "The Farmer & Settler"

twice each week are looking to  
America for labor-saving machines,  
automobiles and other necessary  
products.

Let us help you to make these  
readers your customers.

### British and Colonial Press, Inc.

*Sole Agents in the United States and Canada*  
Cunard Bldg. 150 Nassau Street,  
Chicago New York

## We Want An Agency Man With Big Tire Account Experience

No man who is not now  
drawing from \$5,000 to  
\$10,000 a year will interest  
us. If you show us  
your experience and ability  
to analyze, plan, write  
and execute big league  
tire, automobile and tractor  
advertising, we have  
an Advertising agency  
place for you in the West's  
most beautiful and health-  
ful city. Write P. A., Box  
74, care of Printers' Ink.

the prospective buyer stated that  
he would "wait for normal times."  
The Bulletin demolished this objec-  
tion with the following argument:

Four years ago—six years ago, the  
same old argument was being put forth  
by the purchaser. He wanted to wait for  
normal times. Waiting for normal times  
is a great old game played by the man  
who wants to procrastinate. It is uni-  
versal, is not confined to any set period.

As far as we are concerned, these are  
normal times. This is the time to buy.  
Conditions are constantly changing but  
they will never go back to the way they  
were years ago. And what is more, no  
one really wants them to.

Prices are high, it is true, but so are  
wages. To-day we are simply thinking  
and talking in bigger figures than we did  
before. The same old ratios and pro-  
portions still hold good.

The man who is waiting for normal  
times is a pessimist. He is looking for-  
ward to something that will never be.  
Ten years from now he will still be  
waiting for normal times, will look back  
to to-day as being his ideal to what a  
normal time should be.

He may have five reasons why he  
should not buy now, but you have ten  
why he should. Its a matter of mental  
attitude. You know that times are good,  
that people have more money than ever  
before, that business has made remark-  
able recovery from previous war condi-  
tions. Prices for food and clothing will  
not decrease appreciably for several  
years. Wages will never be very much  
lower. Foreign unskilled labor (Ash  
Wheelers, if you please) are returning  
to Europe and consequently are growing  
scarcer. Now is the time to get in on  
the ground floor, to buy saving equipment  
that will pay big dividends on the in-  
vestment.

Present your sales story in the right  
light. Let your prospect see that today  
times are just as normal as they will  
ever be. Sell him on the present and  
you will sell him on the use of your  
equipment.

This is not the effervescent va-  
riety of ginger talk that has been  
the cause for the ineffectiveness  
of many a sales bulletin. Every  
salesman of experience has come  
upon the man time and again  
who is always able to plead that  
times are not normal, as the  
reason for not buying. If the  
salesman has no strong reply  
ready to beat down this argument  
he will often fail to ring the bell.  
Particularly in the case of a manu-  
facturer who is dependent on  
commission agents for its sales,  
it would seem that a printed sum-  
mary of a situation of this char-  
acter and how it can be met  
would serve to bolster up the  
men and help them keep the com-  
pany's goods in mind.

# 347 Per Cent. Increase In Tractor Advertising

During the Twelve Months  
Ending September 30, 1918

## The Semi-Weekly Farm News

*Carried 347 Per Cent. More Tractor Advertising than  
During the Twelve Months Ending September 30, 1918*

### This Remarkable Increase Is Significant

- it indicates a strong reader interest.
- it indicates a representative, farm-owning and tractor-buying circulation.
- it indicates a reader-confidence—a loyalty to **The Semi-Weekly Farm News** that is evidenced by the sale of goods advertised in its columns.
- it indicates that readers of **The Semi-Weekly Farm News** are a *substantial* class of farmers who *buy substantial goods*—a class with strong buying power.
- it is the result of giving farmers of Texas and Oklahoma a paper they not only buy, but *read*.

If you sell to farmers of the Southwest you can make of **The Semi-Weekly Farm News** a profitable business ally.

Circulation in *Texas and Oklahoma alone* 125,000 each issue—advertising rate 60 cents per line per week, covering *two consecutive issues*.

Detailed information furnished on request.

Member the Audit Bureau of Circulations.

## The Semi-Weekly Farm News

DALLAS AND GALVESTON, TEXAS

W. J. SCOTT, Rep. Western Office  
927 Marquette Bldg., Chicago, Ill.

J. D. LORENTZ, Mgr. Eastern Office  
728 Tribune Bldg., New York City

## There Is No North Pole

in the advertising business; or rather there is a new one every day.

Mr. Bok, the builder of the Ladies Home Journal, said to the writer recently, "I believe the art of advertising has yet to be discovered." This is a wholesome, stimulating thought.

On each of our campaigns we strain every fibre to put the subject in a new and original way and yet keep it practical and sane.

Every progressive manufacturer is trying to advance his product or his methods a few notches, and his advertising agent should not do less. We are trying to do more.

If you would be interested in this kind of service, "*Nous voici!*" as Pershing said to the spirit of Lafayette.



The Manternach Company  
Advertising Agents

Hartford, Conn.

Buffalo, N. Y.

# Municipal Advertising Which Facilitated Tax Collections

British Columbia Cities Institute Successful Campaigns to Prod Up Slow Payers

By D. H. Arthur

AS something which every property-owner has to pay, and which are essential for the management of public business, taxes should legitimately be the subject of skillful, planned advertising. Two recent cases in which they are, to be recounted in this article, stand out starkly against the general field. Most tax advertising in the United States and Canada is tax sale advertising, and it consists in a newspaper publication, in a manner specified by law, of the property in arrears and the amount due. Sometimes, by way of variation, the assessed value of the property, and the name of the owner, are given.

We are all familiar with tax sale advertising, because sometimes it occupies pages of newspaper space. Our sentiments, noting it, are pretty sure to be almost anything but the impulse to attend the sale and buy—an impulse which the advertising legitimately should strive to create. "That's a fat job for the newspaper," we reflect. Or we carefully study through the long list to see if our own property is listed there by mistake, or the name of the neighbor whose business has been groggy. Maybe, if pessimistic, we tell our wives how poor business is, and what an unattractive investment local real estate—else why should there be so many tax delinquents?

The affect on the delinquent, also, is likely to be of the wrong kind. While the municipality is prepared to sell property for taxes if the owners do not pay up, it wishes more than anything else that they pay. Tax sale advertising, instead of depressing owners in arrears, should make them enthusiastic for their property, stimulating them to make a mighty effort to "raise the wind" some-

where. The ordinary tax sale advertisement, blighting in form and treatment, doesn't do that.

Instead of redeeming his property, as the civic corporation wishes him to do, the delinquent likely decides that he has other financial problems much more important—he'll attend to redemption after the sale, seizing that last-moment chance the law gives him. He may even decide to let the property go, if it is unimproved land the value of which he has come to doubt.

British Columbia, Canada's Pacific province, furnishes two recent cases of successful tax advertising of a radically different kind. In one instance, South Vancouver, a tax sale was involved. In the other, Vernon, the advertising was used to accelerate current collections.

## TAXPAYERS AWAKENED BY ADVERTISING

South Vancouver, population 30,000, got into financial difficulties some time back, as the result of a boom and an orgy of poor civic government followed by a depression, and the provincial government stepped in, guaranteed obligations, and appointed a commissioner, F. J. Gillespie, to run the municipality until it was on its feet again.

In straightening out affairs, Mr. Gillespie found tax arrears a serious problem. Taxes were undeniably high, after hysterical municipal expenditures in boom times. There was much property which had been bought and held for speculation. There had been hard times during which many residents had got far behind in their taxes. The situation was aggravated because the district was largely residential, and because the population was mostly working-class.

A tax sale ultimately became necessary. There were over 6,000 parcels of lands in arrears. This condition, in conjunction with a disposition to be pessimistic about local real estate values, foreshadowed an unsuccessful sale. It looked as if the municipality might have to take much of the delinquent property itself. How could the local market, it was queried, absorb so many holdings of residential property, especially since other municipalities on the British Columbia Lower Mainland would be holding tax sales at nearly the same time?

Commissioner Gillespie fell back on advertising—not the formal, stereotyped kind, but messages fitted to the situation. His problem was not alone to interest investors and home-seekers in South Vancouver to the point of attending the sale and buying property. He must revive confidence in South Vancouver values in delinquent owners who had practically decided to "let go" of their holdings. He must spur other owners to the point of doing something about their tax arrears—not next year—but at once.

The old-fashioned idea is that a municipality, like the bank of former days, violates its sacred dignity if it endeavors to sell, in an enterprising but straightforward manner, that which it has to sell. Mr. Gillespie's advertisements were conservatively put, but they developed practically every point about South Vancouver which would influence prospective purchasers of tax sale property. They told the sort of things well-calculated to revive faith of property owners in South Vancouver's future. He began running these advertisements several weeks before the sale.

PROPERTY SHOWN TO BE TOO GOOD  
TO LET GO

"An extensive tax sale," he announced over his signature, "will be held in this municipality on Wednesday, September 10. The amount of money against every lot includes all charges up to the end of 1919, also a fee of \$5 for the cost of obtaining indefeasible

title. There will be no further expense to the purchasers for obtaining an indefeasible title, which will be issued to the purchaser at the end of one year if the property is not redeemed, and if redeemed 8 per cent will be allowed for the use of the money.

"This is one of the best municipalities in B. C., the most populous in Canada, and adjoins the city of Vancouver. The development taking place on the North Arm of the Fraser, and industries going in there, will make this a most desirable municipality for homes, as it is only six miles from Burrard Inlet to the North Arm of the Fraser, and the city of Vancouver and South Vancouver lie between."

Then the advertisement recited in tabulated form some municipal statistics—the number of schools, value of buildings, miles of water main and sewers, paved streets, macadamized streets, sidewalks, street railway, etc. Showing the improved financial condition of the district, the commissioner gave relative tax collections for the three years 1917-1919, approximately \$575,000 in 1917 compared with approximately \$850,000, 70 per cent of the total taxes, in a lesser period in 1919.

Continuing, he told of industries which had located in the municipality, of government dredging work planned for the North Arm. He mentioned that South Vancouver owned fine park sites, and that there were several miles of the Pacific Highway within it. He closed by stating when lists of tax sale property would be ready.

In a second advertisement, as the date of the sale approached, he sounded a different note.

"The South Vancouver tax sale to be held on Wednesday, September the tenth, will be the last great tax sale in this fine suburban municipality of 30,000 people, hence the last opportunity to obtain lots and acreage adjoining Vancouver city for the paltry amount of the tax arrears.

"The last Vancouver tax sale cleaned up to 1913. This sale will clean up to 1919, and thereafter the Municipal Act makes annual sales compulsory. Therefore, this



A good article knows no frontiers. It is the natural prerogative of merit and utility to command a market wherever those qualities apply.

England is near America in almost every sense. Her public is your public. Her public responds to the same stimuli, though perhaps differently administered. The same formula for successful distribution and selling obtains—advertise branded, guaranteed goods. If you mean to market in England we can give you a live and well-organized advertising service. Meantime, we invite you to write us regarding prospects and conditions over here.

*W. S. Crawford.*

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**W. S. CRAWFORD LTD.**

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*Advertisers, Agents and Consultants*

**CRAVEN HOUSE. KINGSWAY LONDON, W. C.**

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Write or Telephone Byoir & Hart, 6 W. 48th Street, Tel., Bryant 4600  
Amer. Rep., New York City.



# Once in a lifetime—

Probably such an advertisement as this is written just about that often. Its purpose is to find the exceptional man who measures to the exceptional opportunity.

## This Is the Opportunity:

The writer is at present the advertising manager of one of the largest high-class concerns in the country, doing a business close to forty millions a year. He has made its advertising known and quoted throughout the United States. His experience dates back eighteen years. He has done some of the best constructive work in the advertising field in the last five years. He is about to organize an extensive advertising agency in Chicago. He seeks a big man as an associate. To this man he will make an unusual proposition.

## This Must Be the Man:

He must be a big salesman, but not of the drummer type. He must have a receptive mind, broad vision and strong, persuasive personality. He must be a man who wears well, holds his friendships, thinks, acts and conducts himself confident of the result, but without bluff. He must have some advertising selling or agency experience and if he can control certain high-class accounts, so much the better—this, however, is not essential as this agency must be sold on the basis of its merits and not on friendships.

The writer has a clear-cut mental picture of just the man with whom he wishes to associate. If this advertisement finds such a man, as it undoubtedly will, there will be established in Chicago an advertising agency unique in its organization and in the business cooperation and service it will render the advertiser.

**Address KB 101 Printer's Ink**  
(Confidential of course)

## THE ASSISTANT EDITOR COPY AND ART SERVICE

Every House Organ Editor, every Trade Journal Editor, every Advertising Man, every Sales Manager, and every Concern planning a House Publication of any sort—should subscribe to this live-wire, ready-to-print art and copy service.

### Let's Get Acquainted

Send us only \$5 for our blg No. 2 issue, containing 12,000 words of good copy for storekeepers, salesmen, employes, business men, and general readers—with fourteen high-class drawings, from which excellent zinc etchings may be made.

*With this we will also send you free our No. 1 issue—4,500 words of copy and eight illustrations.*

The Assistant Editor Copy and Art Service is published monthly. It is proving itself the most useful service ever offered to people who write. Now being used by scores of the biggest and best concerns in the country. Send today for these two copies with license to use entire contents—the biggest lot of fine copy and illustrations ever offered at this price.

### ADVERTISING ASSOCIATES

Suite 1503 Mallers Building, Chicago

## Ideas Wanted

This may be the chance of a lifetime for a young man with ideas.

It's an opportunity to learn the business of building circulation for a group of big magazines—at a good salary to start.

Tell me, in confidence, all about your experience, especially if you have had anything to do with selling through agents or by mail.

And send examples of your work, which I'll return if requested.

**"C. D.," Box 79,  
Care of Printers' Ink**

will be a chance not again to come your way. You have over 6,000 parcels to select from."

When the detailed list of tax sale property, occupying above six newspaper pages, was published, Commissioner Gillespie specified for each what he called the "up-set price." He also classified by wards the property to be sold.

He followed the publication of the detailed list with other advertisements.

As will be noted, this advertising of Commissioner Gillespie was not in any instance addressed to the delinquent owners. They were not told directly what wretched business judgment it would be to let their property be sold. But indirectly they were certainly given something to think about, as they read his optimistic messages to investors and home-seekers.

The advertisements certainly "created an impulse" in delinquents. Hundreds of them redeemed their property in the last days before the tax sale started. And the messages "struck home" to investors and home-seekers, also, as witness the large number of buyers which attended. A comparison with a second Greater Vancouver municipality which advertised only in the old way is significant, the more so because its sale was advertised for the same day. This municipality, North Vancouver, closed the sale on the opening day, with a bare 147 parcels out of 6500-odd sold. South Vancouver's sale started on a Wednesday, and did not conclude until Saturday of the succeeding week. Far and away, it was the most successful sale the municipality had ever known. In property redeemed as a result of the indirect appeal, and in properties actually sold by the auctioneer, Commissioner Gillespie estimated the returns at above \$300,000. As this is written, the exact figures are not available.

### ADVERTISING PROMOTES PROMPT TAX PAYMENT

That other British Columbia municipalities will follow South Vancouver's advertising example is a natural prediction. One of

## Technical Publicity Writer Wanted

To collect, edit and place articles among editors of industrial and semi-popular engineering periodicals. An easy running style without technical intensity is essential. A nose for news, an eye for true perspective and a sales instinct are important. The ability to deal with details as well as with important men will help. Industrial.

**"J. S." Box 76**

PRINTERS' INK

them, West Vancouver, is already doing it in connection with a tax sale shortly to be held. It is interesting to note that West Vancouver has added something to the idea. In its advertisements, it states that it has illustrated folders of the district for free distribution to interested parties.

No matter how you look at it, however, the tax sale is an evil. Advertising which is calculated to avoid it is superior, fundamentally, to the well-advertised sale. And advertising can sanely be used to avert such sales. Why not employ advertisements to hasten tax collections before the rebate period expires?

The tax rebate is used extensively by municipal corporations to bring in revenue as early as possible in the year. Many a careful taxpayer will not pay his annual bill until he must in order to avoid penalty, because the money might as well be earning interest for him as for the municipal corporation. Sometimes the period expires June 30, sometimes September 10, sometimes at other dates. There is also much variation in the rebate, from the small interest the money would earn in the bank to 15 per cent, or higher. A British Columbia city, Vernon in the fruit growing Okanagan Valley, which used advertising to hasten collections this year offers a 15 per cent rebate. The population of Vernon is about 5,000.

Starting in July, Vernon ran a series of newspaper advertisements. From their very novelty, these advertisements got attention. They had the effect of keeping the subject of taxes before property owners right up to expiration of the rebate on September 10. The Vernon authorities adopted several tactics to influence property owners to make payment on or before September 10. It was decided to view the rebate not so much as an inducement as a penalty if not taken. That is, the fact referred to was not that taxes would be 15 per cent less if paid on or before the stated date, but that they would be that much after that date if not paid.

J. W. GANNON, Inc.

*Advertising*

220 FIFTH AVENUE  
NEW YORK

Common-sense application  
by practical knowledge by  
an organization equipped  
to give good service in  
the planning, preparing  
and placing of advertising

JOSEPH W. GANNON

*(Formerly with Royal Baking Powder Co.)*

PRESIDENT

## Wanted An Advertising Manager

A thoroughly competent man, acquainted in advertising practice, and with a record of definite success, one who combines *good judgment with energy and ambition.*

To handle this proposition successfully requires a man thoroughly acquainted with the automobile, motor truck or tractor industry. We are manufacturing high-grade tractors, widely used for farming, contracting, road-building and freighting purposes throughout this and foreign countries. To successfully handle this position requires an advertising man thoroughly acquainted with the automotive field and possessing executive ability for organizing and conducting this department. Salary will be based accordingly and future advancement is assured in accordance with results produced. This is an opportunity for a man with *real ability.*

**Address promptly  
"M. P.," Box 78,  
Care of Printers' Ink**

Civic patriotism was the appeal in one advertisement.

"Your interest in the city's welfare," it read, "should extend to an honest desire to see that its finances are in a satisfactory condition. As all property owners are aware, taxes constitute a first charge on all real estate, and no sale or transfer can be completed properly without provision being made for the payment of all taxes due. Moreover, all the while that taxes remain unpaid, the money represented by such arrears must be borrowed in order that the various undertakings and utilities of the city may be operated and maintained in fair shape. It should therefore be the desire of every taxpayer, not only for his own sake but also in the interests of the city, to see that his taxes are paid as early as possible.

"Keep in mind the final date, Sept. 10, and be on hand to pay before that day!"

"Prepare in time and avoid worry!" Thus a second advertisement was headed. It continued:

"By putting aside an amount each week or each month between now and Sept. 10, the payment of your taxes on or before that date will present no difficulties. Payment of taxes is inevitable, so that they should be attended to promptly to avoid having them accumulate. Not only do they automatically increase to the extent of 15 per cent after September 10, but also carry interest after the end of the year at 8 per cent."

This Vernon advertising was also productive of excellent results. When the rebate period expired, tax collections totaled approximately \$135,000, compared with collections of \$81,000 in the same period the year before.

Advertising of this kind is just plain good business. Facilitating the early collection of taxes, so that a maximum amount may be available for expenditure, and liquidating promptly arrears indebtedness, these advertisements oil the civic machinery out of all proportion to their small cost. In the case of the tax sale advertisements of South Vancouver, an even more important object was

# YOUNGSTOWN, OHIO

THE BILLION DOLLAR CITY

Youngstown is rapidly becoming the "test city" for manufacturers who are introducing a new product or testing advertising for an old one. These manufacturers through their advertising agencies invariably use

## The Vindicator

DAILY AND SUNDAY

and usually exclusively. They know Youngstown is the big buying center for a territory with 275,000 people—people who spend their money freely for goods advertised in The Vindicator. The advertising agencies make use of The Vindicator Service Department before starting the campaign and after the advertising is running. No other newspaper in this territory is equipped to give this service.

### FLAT RATE 6c PER LINE

Members of A. B. C.

#### H. D. La COSTE

Foreign Representative

Monolith Bldg.  
New York

Marquette Bldg.  
Chicago

# ARTHUR BRISBANE

## *Said in an Editorial*

... the local newspaper's advertising in proportion to cost and circulation is by far the most valuable in the United States—to the man who has anything WORTH WHILE FOR SALE.

## NEW ENGLAND

### A Fruitful Field for Advertisers

Where the factories are working top speed.

Where the wages are the greatest in history.

Where manufacturing dividends are greater than ever.

Where Labor and Capital enjoy prosperity.

### The Home Daily Newspapers

will soon win a market for you, if the goods and prices are right. The home daily has the confidence of the readers, and the dealers will rise to the occasion with profit to you. If all New England is too big for you—though it should not be—make your campaign in these fifteen papers that dominate in their cities.

BURLINGTON, VT., FREE PRESS

MANCHESTER, N. H. UNION and LEADER

FITCHBURG, MASS., SENTINEL

LOWELL, MASS. COURIER-CITIZEN

LYNN, MASS., ITEM

SALEM, MASS., NEWS

SPRINGFIELD, MASS., UNION

TAUNTON, MASS. DAILY GAZETTE

WORCESTER, MASS., GAZETTE

PAWTUCKET, R. I., TIMES

BRIDGEPORT, CT. POST and STAND-  
ARD-TELEGRAM

NEW HAVEN, CT., REGISTER

NEW LONDON, CT., DAY (Evening)

WATERBURY, CT., REPUBLICAN

PORTLAND, ME., EXPRESS

EACH OF THE NEWSPAPERS here named  
is a power in its home community.

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attained. A tax sale in itself is a poor advertisement for a municipality, but much of the sting may be extracted from it by optimistic advertising like that used by Commissioner Gillespie. Official confidence, freely advertised, in local property, is sure to react favorably upon the general public.

Digging still further into the subject, advertising concerned with taxes serves an important educational function. If American and Canadian government is notoriously inefficient, one reason is that taxpayers do not keep closely in touch with municipal business. There is a lethargic attitude toward the public business which needs to be corrected as the first step toward better government. What better way to overcome this lethargy and create interest than persistent, lively municipal advertising? There is none.

#### Earnings of Elder Manufacturing Co.

The Elder Manufacturing Company, St. Louis, maker of men's and boys' furnishing goods, and of the nationally advertised "Tom Sawyer" washwear, reports average earnings of \$217,423 a year during the last three years. The sales of this organization for the fiscal year ended April 30, 1919, amounted to \$4,753,028. The company estimates that the sales for the present year will be in the neighborhood of \$7,500,000.

#### Weymouth With Geo. F. Eberhard Company

E. A. Weymouth has joined the staff of the Geo. F. Eberhard Company Agency, San Francisco, as vice-president. This agency is conducting a new campaign for "Kemar" bread, and has obtained the advertising accounts of The Evans Self Filler Pen Company, Waterloo, Ia., and of the United Biscuit & Candy Co., Colon, Panama.

#### Minneapolis "Tribune" Inaugurates Service Department

The "Tribune Merchandiser" is the name of a new publication to be put forth by the Minneapolis Tribune under the plans made for the inauguration of a service department by that newspaper.

#### The President Reports to the Paige-Detroit Earnings

Earnings of the Paige-Detroit Motor Car Co., Detroit, for the first six months of this year amounted to \$1,400,046. This exceeds the total net earnings for the year 1918 by \$387,583.

In the banks of

## PORTLAND MAINE

there are deposits from 63,763 depositors. This goes to show that when an article is advertised in the

## Evening Express

the people have the price to pay for what they want. Any proposition that you may have—financial or mercantile—if it looks good will have a ready sale in PORTLAND when advertised in the EXPRESS.

PORTLAND is MAINE'S jobbing and wholesale center.

*The Julius Mathews Special Agency*  
Boston New York Chicago

## BRIDGEPORT CONNECTICUT

An Ideal City for Any Advertiser

One advertiser writes:—

"My sales averaged forty-one per day at an average expense of \$7.00 a day, including the day I ran the full page. I made a success in Bridgeport and a big one. In connection with this I can state that from the time I closed the demonstration on May 13th to June 4th, over \$800 worth of my goods have been sold with an advertising expense of about \$100."

This is a suggestion to you to make a trial in Bridgeport and the

## Post and Telegram

*Metropolitan Dailies*  
in a *Metropolitan Field*

I. A. KLEIN JOHN GLASS  
254 Metropolitan Tower Peoples Gas Bldg.  
New York, N. Y. Chicago, Ill.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1883, by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.  
New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

Canadian Office: Lumden Bldg., Toronto, A. J. DENNE, Manager.

London Office: Craven House, Kingsway, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra, Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor.  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

## EDITORIAL STAFF:

Burnham McLeary Frank H. Williams  
Heien A. Ballard S. E. Kiser  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, OCTOBER 23, 1919

## Advertising Must Teach Saner Buying

Hidden amid the miscellany on the women's page of a New York newspaper was a recent dispatch of significance to American advertisers. The report—credited to the London *Daily Telegraph*—stated that Britons are no longer in the market for the luxuries of the rich. Gold mounted pens, sold by the gross by suburban stationers, are now to be seen in pawnbrokers' windows; ready-made coats costing \$125, once in wild demand among the munition maids, are being unsuccessfully offered back to the vendors; oil paintings, bought without question as to price because the purchaser "liked the frame," are listed for ex-

change in newspaper personal columns.

We, too, have experienced our orgy of extravagant buying. The evidences of revelry have not yet disappeared. Riding on the crest of a hectic prosperity, manufacturers have vied with one another to produce articles with a luxury appeal and have perhaps unconsciously conspired to raise standards of living to heights hitherto undreamed. This artificial extravagance is a spirit too that has permeated the ranges of all industry and is responsible—certainly in part—for the unrest abroad in the land. If we encourage Gusseppe, the track laborer, to wear silken pajamas, we must not complain when he strikes for more pay. "I cannot sell \$7.50 shoes," laments a retailer, "for people insist upon the \$10 and \$12 grades."

Just how long this condition will last is problematic. It cannot go on for ever. Already a number of shrewd retailers, who sense the economic folly of encouraging people toward wanton extravagance, are trying to hasten a renaissance of normality. "This rise of spending," reads an advertisement of Browning, King & Company, "has given us a wrong perspective of values. We have come to think nothing good that is not expensive. Small wonder that this frame of mind is taken advantage of by manufacturer, retailer and landlord. It is not necessary to spend \$100 to get a suit that you will be proud to wear. Start toward normal times with the buying of your fall and winter clothing."

To raise an individual's standards to the point where he is of greater value to the community and to himself, is a commendable act. Beyond that it is a dangerous practice. We have been tempting too long the public appetite with a diet of the charlotte rouses of merchandise. Let us get back to the simple, sturdy, substantial things and leave the highly seasoned and garnished dishes to those with the means to buy and the constitution to digest. Advertising that will teach the

masses to buy with a saner appreciation of values, can do much to correct a chronic indulgence and ward off a very probable attack of biliousness.

### Copy That Increases The Appropriation

An agency man who has been very successful in building up the accounts with which he has been connected was talking the other day about copy. To illustrate a point he was making he reached for a proof of an advertisement which was scheduled to run in a small list of mediums.

After calling attention to the point under discussion, which has no bearing on the present consideration, he wound up by saying, "—and our clients liked it so much —thought it such a very clear exposition of the principle behind their business—that they told us to run it in a number of additional mediums." And he mentioned a list of publications, including a full page in a prominent weekly.

In other words, this agency had furnished such a good piece of copy that it automatically added a material sum to the appropriation as previously planned for the year.

This, it seems to us, is an excellent method of increasing appropriations—by interpreting a business so well that the heads of the business recognize the merit of the interpretation and spontaneously demand that it be spread broadcast, even though it take more money than has been set aside for publicity purposes.

Of course, this is no new achievement, but the idea it represents is worth keeping in mind, especially at times when the preparation of copy for some particular client seems to be getting to be more or less of a grind.

From many years of observation of big business men — both those who advertise and those who do not—it is our conviction that many, yes, a *great many*, would like to spend money in advertising, if they are not advertisers, or would like to spend more money if they are advertisers, if

only they could get copy that interpreted their business as effectively as they think it should. Let a man come along who has the business vision, the down-to-earth sanity, and the sheer word-power to write advertising copy that makes their business *live*—actually leap out from the page or the display space and fasten itself onto the public's mind—and few men but will spend whatever is necessary to convey that message to the public, *adequately*.

That very fact is one of the greatest dangers, and at the same time the best safeguard, of the agency business and the advertising manager's job. For let whoever is responsible for the copy, be he advertising manager or agency copy chief, allow an advertiser's copy to deteriorate into a treadmill of words—parrot-like repetition of the "old stuff"—and that advertiser is consciously or unconsciously in the market for, or at least open to attack by, a new agent or advertising manager who has the power to write copy that will vitalize the business.

On the other hand, the agency or the advertising manager who is providing, and continues to provide, such vitalizing copy enjoys safety and assurance that nothing else can furnish. And the copy itself is likely to be so effective that the advertising appropriation will increase almost automatically—even spontaneously often, as it did in the instance cited.

### "Talking Down" vs. "Talking Up"

There has always been a sort of unwritten law among advertising men that copy to appeal to the man-in-the-street must be written down to his intelligence. It is supposed that high-brow stuff will not interest him; that the nearer copy comes to being expressed in every-day language the better it will score. Essentially this policy is right.

Writing copy in the simplest terms possible is still good practice. It always will be. But it is a mistake to strive for kindergarten talk at the expense of ef-

fectiveness. Especially is there danger in the mental attitude that translates itself into the term "writing down to the reader's intelligence."

The man-in-the-street is up on things intellectual more than we had supposed. The war has broadened his mental horizon vastly. He is now familiar with all kinds of subjects that formerly were Greek to him. He now knows more about geography, history, economics, government, sociology and many other topics than he ever dreamed of knowing before the war. This is particularly true of the millions of men and women who entered the country's service. Participation in the war has immeasurably widened their sympathies, with the result that to-day they are keenly interested in subjects that in the old days never came within their ken.

It is not necessary to "talk down" to these persons. "Talking up" to them would probably come nearer to expressing the needs of the situation. Don't worry about the men-in-the-street not understanding your advertising story, if you tell it as it should be told.

### **Advertising and the Home Owner**

In speaking before the recent Convention of the American Bankers' Association, Raymond R. Frazier said that a man who owns his home is never a radical. "He does not think of Bolshevism, I. W. Wism and kindred diseases which are spreading over the country," he declared.

Mr. Frazier is right. The ownership of property is the great stabilizer. Property anchors a man to earth and keeps him from floating around in the clouds of impractical idealism. It gives a man something to work for. It keeps him from aimlessly shifting around from job to job. It maintains his interest in Government, and hence makes him a better citizen. The home-owner knows from his own experience that prosperity comes through intelligent work, through thrift and

through prudent living. He is suspicious of schemes that promise an easy road to abundance.

From the standpoint of the manufacturer, who makes things for the home, the owner is usually a better prospect than the renter. The landlord, as a rule, is niggardly in appointing property that is rented. His tenant, also, is chary in furnishing or in making improvements in a place where he does not expect to live long. The owner, on the other hand, feeling more certain of the tenure of his residence, does not hesitate to furnish his home to his liking and to spend money otherwise, within the limits of his means, to keep the property in first class condition. The man, for example, who economizes on his Friday lunch so that Saturday he can buy a can of paint for his screen door, is a more satisfactory advertising prospect than the fellow who spends his money on ephemeral things.

Too many workers nowadays have no stake in the social order as it exists. It makes no difference to them whether or not society is revolutionized. They would just as soon see the *status quo* upset, feeling that under a new order they might draw more. This is not a healthy condition. It is bad economically as it is socially. Home ownership will help to cure it.

Advertising could do much to spread the home-owning idea. Campaigns that have been waged for this purpose in various localities have been singularly successful. A number of concerns, such as the American Woolen Company, recognizing the value of home-ownership as a stabilizing economic influence, have encouraged employees to buy their places.

Though a lot has been done in pushing this movement, there is ample room for more, especially in an advertising way. Mortgage companies, title concerns and banks, as well as the manufacturers of home furnishings and building material, can afford to go to the limit in their copy in promoting the home-ownership project.

Bundscho has been up against the dead line for years in getting out advertisements. So a little flurry now and then doesn't upset things. In addition to being a certain sort of genius in making beauty pay in advertising, he has a great organization over in the Garland Building to work with.



J. M. BUNDSCHO, Advertising Typographer  
58 East Washington Street  
CHICAGO

# HALIFAX

SUPPLEMENT YOUR  
ADVERTISING IN

**Nova Scotia**

by adding

## "The Atlantic Leader"

a bright, newsy, illustrated,  
week-end newspaper. On sale  
every Saturday. It has proven  
immensely popular, and will  
bring you good returns.

Advertising rates and full partic-  
ulars on application.

**The Atlantic Leader**

HALIFAX

**When the East  
Reaches the West**

**LOS ANGELES**

**EVENING HERALD**

The greatest week-day  
advertising medium on  
the Pacific Coast

**DAILY CIRCULATION**

**123,305**

### Labor Unions Plan Co-operative Stores

The establishment of the system of co-operative stores in Chicago, based upon the Rochdale co-operative plan, is contemplated by the American Federation of Labor. A committee of fifteen was appointed by the Federation in August for the purpose of carrying out the work of forming a permanent organization.

This committee has recommended that each labor union in the city aid in recruiting members for the new organization. An initiation fee of \$3 will be charged each member, which amount will be used for organization purposes. Shares of stock will be sold at \$10 each.

### National Starch Plant Sold

The National Starch Company's plant of the Corn Products Refining Co., New York, has been sold, subject to appraisal, to a banking syndicate, in compliance with the order of the U. S. District Court.

In April last, upon the termination of the Government's dissolution suit against the corporation, Federal Judge Hand instructed the Corn Products Refining Company to sell three of its subsidiaries. The Novelty Candy Co. was disposed of for \$1,500,000, and the Granite City Refinery for \$3,500,000. The price involved in the sale of the National Starch Co. plant has not yet been disclosed.

### C. P. Hooker With "National Provisioner"

C. P. Hooker has been made business manager of *The National Provisioner* which recently has been moved to Chicago from New York. Mr. Hooker has been engaged in Chicago trade journal work for some time and has been secretary of the Trade Press Association of that city.

### New Accounts of The Cham- bers Agency

The advertising accounts of the Magnolia Coffee Company, roaster of "Wamba Coffee"; the Pyrotol Chemical Company, maker of hair tonic; and the Figaro Chemical Company, manufacturer of a meat preserver, have been obtained by the Chambers Agency, Inc., New Orleans.

### Addressograph Account for Henri. Hurst & McDonald

The Addressograph Company, of Chicago, has put its advertising account in the hands of Henri. Hurst & McDonald, Inc., Chicago. Increased advertising activities are contemplated by the Addressograph Company.

### Armour & Company Advertise in Canada

The Hamilton Advertisers' Agency, Hamilton, Ont., is placing copy in a list of newspapers and trade journals for Armour & Company.

## Agency Copy Man Wanted

If you are sure of your copy principles and can deliver the kind of writing and big-space ad-layouts called for by modern merchandising campaigns; if you are fluent and have the capacity to take over a desk and dispose of one theme after another as it comes along; if you are ambitious for your future and want to make rapid progress in advertising agency work—

Then write us fully, especially as to your experience.

**DONOVAN-ARMSTRONG  
ADVERTISING**

TWELVE HUNDRED AND ELEVEN CHESTNUT STREET  
PHILADELPHIA



## The Little Schoolmaster's Classroom

THEO. N. VAIL of the American Telephone and Telegraph Company recently said: "The extension of the telephone service from a limited service of sometimes uncertain dependability but a few years since, to a national service of absolute dependability, though continual, was not striking as it developed from day to day; but if the service could be contrasted, as at the beginning and at the end of a R. Van Winkle's sleep, it would be startling."

The same thing can be said of scores of other improvements, inventions and conveniences. Beginning in a very modest way, they have attained proportions so great that they have changed the habits of the nation.

Those of us who live in cities the year round do not fully realize what has happened—what is happening. One must get out into the country to grasp the full significance of what is going on. To a man who is old enough to be able to contrast 1894 and 1919, the changes that have taken place in the last quarter of a century are almost beyond belief. They are greatest, of course, in the fields of transportation and communication. There, what with the wireless, the dirigible, the telephone and the motor car, they are revolutionary. But in the matter of clothing and food, new things are constantly being adopted and old things discarded.

Recently, an elderly friend of the Schoolmaster had occasion to consult a physician. When this man removed his coat and waistcoat and unbuttoned his collar, the physician said, "A stiff-bosomed shirt! You don't see many of them nowadays. You are the first man I have examined in six months who wore a boiled shirt."

Millions of men have stopped buying stiff-bosomed, stiff-cuffed shirts and now buy soft-bosomed, soft-cuffed shirts. They look just as well and are infinitely more comfortable. Same way with

underwear. B.V.D.'s are all but universally worn. Such a thing as a knee-length drawer was unknown fifteen years ago. And soft collars—most everybody wears them. Nobody did, as recently as 1914. We perspired—but we stuck to the stiff collars.

Turn now to foods. The Schoolmaster knows, of course, that most people still eat butter and cook with lard. But he has learned by experience not to comment too enthusiastically upon the quality of the butter served at the homes of his friends. Usually—that, at least has been his experience—it turns out not to be butter at all! As for lard—what with Crisco, Kream Krisp and Cottolene, one would think the demand would be so small, that the packers could hardly give it away!

\* \* \*

A friend of the Schoolmaster who is spending the summer in a Connecticut village, outside the commuting zone writes: "Most of the 'fresh' eggs we buy here came from a cold storage warehouse in New York—I feel sure of that. Same way with chickens. As for automobiles, everybody seems to have one. Not 200 yards from my bungalow is a bathing beach. You should see it of a Saturday or Sunday afternoon—or on a hot evening any time during the week. You have to fight to get through the double row of cars that line the beach. The boy who delivers your laundry is in one. Right next to him, perhaps, is the iceman. The plumber, the grocer, the news-man—they are all there with their wives and children. On my way home from the golf-course, I pass a factory which, from the looks of it, employs not more than twenty to thirty men. Parked on both sides of the road are anywhere from eight to a dozen cars. And they are not all Fords, either. Home baking seems to be a lost art. At the railroad station, this morning, I saw thirty-two big bread-boxes.

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# Research Does Not Mean Guesswork In Our Shop

To any advertiser or agency that is interested in seeing an example of the research work done by our Engineering Department, we shall be pleased to send some specimen reports indicating how we develop facts and avoid guessing contests.

This material is particularly interesting because it represents a new method of approach in connection with the lumber industry.

Why not ascertain the fundamentals as a basis for what advertising you ought to do in this field?

## LUMBER

Arcade Building, St. Louis, Mo.

243 West 39th Street

New York, N. Y.

---

**MICHIGAN**  
**BUSINESS FARMING**  
 Michigan's Greatest Farm Weekly  
**80,000 BUSINESS 45¢ PER**  
**FARMERS**  
 Michigan has 210,000 farms and over  
 175,000 Farm Owners.  
 Geo. N. Slocum, Pub. Mt. Clemens, Mich.

## THE MAN WE ARE LOOKING FOR

The man we are looking for will be a staff writer on a new business magazine.

He knows enough of the principles of business to be able to make the kind of a research that produces a business story.

He knows how to write clearly and with a punch.

He will travel for a week or more at a time in search of business story material.

He will meet big men as the representative of a big concern.

He will start at a fair salary, and his future will be in his own hands.

Location—Middle West.

Address:

"M, K.," Box 77, Printers' Ink

## ZEEN-YAH, O-HI-O

**XENIA, Ohio. Has neither millionaires nor paupers. Its prosperous people read WHOLLY the Evening Gazette & Morning Republican.**

**POSTAGE**  
 The monthly magazine that tells how to transact business by mail—Advertising, Selling, Buying, Collecting, Letters, Office Systems. A necessity in every business office. 6 mos., \$1.00; 1 year, \$2.00.  
 POSTAGE, Room 297, Metropolitan Bldg. N.Y.

**YOU CANNOT BUY OUR IDEA  
UNLESS IT WILL SELL YOUR GOODS**

**B & B SIGN Co., INC.**  
 341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays  
 Counter Display Cases

Home-laundering, too, seems to have lost its grip. About all that women do, apparently, is broil a steak or some bacon, open a can of corn or peas, serve some Ward's cake and wash the dishes. That is one thing which must be done at home."

A cave-dweller himself, the Schoolmaster, nevertheless gets out into the country often enough to be fairly familiar with the way people outside of big cities live. But he confesses that he has never overcome his surprise when, as happened recently, he dressed in a room, warmed by an oil heater made in Cleveland and burning oil which perhaps came from Mexico, had a breakfast of oranges grown in California and a cereal made in Battle Creek, sweetened his coffee grown in Java with sugar from Cuba, broke his egg (Heaven knows where it came from!) with a knife fashioned in Connecticut and helped himself to toast made from Minnesota flour, baked in a factory 50 or 100 miles away and toasted by electricity, generated by a machine made in Chicago.

The Schoolmaster is of the opinion that it is all very wonderful.

\* \* \*

There is always a reason for a name or nickname. But while the name remains the reason is often forgotten. This assertion holds true in industrial history as well as political and religious history. As an example of this fact in industrial history, witness the name Standard Oil Company. Does that name to-day suggest the idea that it was originally intended to convey?

One of the functions of advertising is to keep the name of an organization, or its product, before the people. A bank, the National Bank of Commerce in St. Louis, has used the reason for its name as a means to impress said name upon the people in its advertisements:

"What's in a Name?" is the heading of the advertisement which reads "For Example: 'National Bank of Commerce in St. Louis'.

"The National Bank,' of

course, indicates membership in the National Banking System and the Federal Reserve System. But, in the case of this institution, it suggests also the National scope of its business: We have correspondents in every State of the Union.

"Of Commerce' tells its own story. For sixty-two years this bank has served the commercial and industrial interests of our city and section and nation, both by financing business enterprises direct and by liberal co-operation with correspondent bankers.

"In Saint Louis' is a term descriptive of advantages. It bespeaks proximity to the materials and markets of North, East, South and West; it suggests the broad sweep of the Mississippi River and the busy ships which ply its waters; it tells of twenty-six railroads converging on one industrial center; it signifies nearness to almost inexhaustible fields of coal—that twentieth century source, par excellence, of industrial power; and it speaks eloquently of homes and schools and churches.

"There is something, after all, in a name."

Apart from its novelty this advertisement is representative of the new advertising spirit which pervades the financial institutions of the country. As an institutional advertisement, which seeks to impress the name of the institution upon the public, it may stand as a worthwhile example for other than financial institutions.

\* \* \*

"Isn't it about time to scrap the word 'sold'? Isn't it about time to stop hiding behind that threadbare alibi, 'I'm not sold,' and come out with some tangible expression which expresses a definite reason as to why a particular thing does not suit us?"

It was a friend of the School-

## George Seton Thompson Co.

Planning Copy & Art { Advertising } Booklets  
Printing { SERVICE } Circulars  
Mailing { } Catalogs  
House Organs  
122 West Polk Street, Chicago  
Wabash 7316

## ALBERT R. BOURGES

CONSULTING PHOTO ENGRAVER  
PLATINUM BUILDING NEW YORK CITY

## "ENGRAVING INSURANCE"

## GOOD PRINTING—CHEAP

### A Few Money-Saving Prices

1000 4-page Folders 3 1/4 x 6 1/4 in. \$8.00  
Each additional thousand 2.50  
1000 4-page Folders, 4x9 in. 10.00  
Each additional thousand 3.50  
1000 4-page Folders, 6x9 in. 13.00  
Each additional thousand 4.50  
FREE—our large package of samples  
ERNEST A. FANTUS CO., Printers  
525 So. Dearborn St., Chicago

## If You File Rate Cards You Need

## Barbour's Rate Sheets

Write Us Today

538 South Clark Street, Chicago



Advertising  
Electros

Ask for Prices  
General Plate Co.  
Terre Haute, Ind.  
Marquette Bldg Chicago

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

## Concrete

New Telegraph Bldg., Detroit, Mich.

—covers the construction field—your advertisement will be in good company in our pages!

—A special edition each month reaches cement mills and lime plants.

## OIL NEWS

The Only  
Semi-Monthly  
in the  
OIL INDUSTRY

Shaw Publishing Company  
910 South Michigan Ave., Chicago

**BUILDINGS**  
**and BUILDING MANAGEMENT**  
reaches the owners and managers of office buildings and apartment houses. These men buy the materials for both construction and maintenance. A rich field for advertisers.  
City Hall Square Building, Chicago

**Petroleum**  
"Representative Magazine of the Oil Industry"  
CHICAGO STEGER BLDG. NEW YORK 47 WEST 34TH ST.

To Secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

## EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular, Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers  
BURNET L. CLARK, President & Mgr.  
114 Liberty St., New York City

master who was talking. He went on:

"Talk to advertising men the country over, and you will find any number using the expression, either positively or negatively. The newer their connection with the advertising trade, the more frequently they use the word.

"Probably there is a time when 'sold' is pat. Every now and then it may fit the occasion. But usually, I've found, when an advertising man is confronted with a piece of copy, proof, layout, drawing, policy, or campaign, and cannot hand out constructive criticism or definite reasons for his opinion, he takes refuge behind the old wheeze, 'I'm not sold.'

"Well, what of it? What if he isn't sold? Maybe he is not in the market you're after.

"If you don't agree with a constructive criticism—if you don't think the reasoning beneath it is sound and justified, don't agree with your opponent. But admit you don't agree with him. That is better than hiding behind the old scarecrow, 'I'm not sold.'

"After all, most of us use the expression more through habit than through choice. Advertising has gone beyond the days of long-haired, temperamental, picturesque individuals who ran mostly to speechifying and preachments, epigrams and alibis. The advertising man of to-day is a short-

## Rock Products

The Nation's Business Magazine of the Rock Products Industry

OVER \$300,000,000 in annual sales in this industry. Largest paid circulation. Reaches the real buyers.

Send for Sales Data Covering Your Line  
542 So. Dearborn St. Chicago

## AMERICAN CUTLER

Official Organ of American Cutlery Mfrs.  
5,000 copies monthly, reaching hardware dealers and jobbers. Sample on request.

15 Park Row New York

**THE HOTEL BULLETIN**

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

**BEN. F. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

**AMERICAN FOOTWEAR**  
*The National Authority*

*"Devoted to everything worn on the feet"*

We co-operate with agencies. Ask us how!

155 North Clark Street, Chicago

**American Lumberman**

Est. 1873. CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

**Office Appliances**

*The one journal which covers the field of office equipment*

More than two hundred eighty manufacturers making use of every issue. Send ten cents for sample copy.

417 So. Dearborn St., Chicago

**MILL SUPPLIES**

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

**MILL SUPPLIES,**

**THE SEED WORLD**

The business paper of the Seed Industry. Covers closely American seed growers, wholesalers and retailers. Large Foreign circulation. Published semi-monthly. First and third Fridays.

Postal Telegraph Building, Chicago, Illinois

haired (even to baldness) straight-thinking, practical business man who does not confuse reasons with excuses. That being true in the main of the profession, let's drop meaningless phrases which have crept into our business lingo. As the first step in the great movement, let's kill the word *sold*."

The Schoolmaster passes the proposal on to the Class.

**Russell Monroe at Paris for Ford Company**

Russell Munroe, assistant advertising manager of the Ford Motor Co., who served two years as a military ambulance driver in France, has been made assistant sales manager of the new Ford branch at Paris, France.

**New Account For Baker Agency**

The Security Auto-theft Signal Co. of Canada, Limited, Dunnville, Ont., has put its advertising account in the hands of the Baker Advertising Agency, Limited, Toronto.

**COMMISSION TO ADVERTISING AGENCIES****CLASSIFIED ADVERTISING**

We handle all details of placing and checking. Our 40-page Catalogue, "Papers That Pay," free upon request.

**ANKRUM ADVERTISING AGENCY**

Largest Classified Agency in the U. S.  
20 W. Jackson Blvd. Chicago, Ill.

Officials of gas companies that should buy from you know THE GAS RECORD has started the six biggest movements in the gas industry of recent years.

GAS RECORD advertising will "start something" for you.

**The GAS RECORD**

Semi-Monthly Member A. B. P.  
Largest A. B. C. circulation in its field  
Published at 20 W. Jackson Blvd., Chicago  
New York Office: 51 E. 42d St.; Tel., Vanderbilt 5462

**Hide and Leather**

Nothing but a successful service and sales record.

Ask any tanner, shoe manufacturer or packing house.

(Largest Circulation A. B. C.)

136 W. Lake St., Chicago, Ill.

**"GIBBONS Knows CANADA"**



# Classified Advertising

## HELP WANTED

### LIVE ADVERTISING-MERCHAN- DISING AGENCY IN MIDDLE WEST

with practically unlimited financial support, wants for its New York offices a couple of live agency men with some accounts and the push and punch to land more. These men will be backed by an exceptional record of national advertising-selling successes, wholehearted co-operation, and associates of experience and standing.

Uncommon opportunity for men recognizing need for stronger support, still broader field, and increased earnings.

Character of present accounts considered rather than size or number. Prompt reply and details will lead to appointment with Agency Executive now in New York. Address, Box 874, Printers' Ink.

Circulation—Opportunity with new national publication, may interest man or woman experienced national magazine distribution capable building news-stand sales, subscriptions, direct mailing returns. Replies confidential, please give detailed information. Box 873, Printers' Ink.

Advertising copywriter wanted for a large national advertiser. Applicants must be experienced in producing house organs and other direct literature. Unusual opportunity. State experience and salary expected. Apply through the Cramer-Krasselt Advertising Agency, Milwaukee, Wisconsin.

### AN OPPORTUNITY

There is a position open in Boston for a young man in his early twenties, who has had some experience in selling advertising.

The Boston Manager of a well-known lithographic house will train him as a lithographic salesman. Write stating qualifications. Box 866, Printers' Ink.

## MISCELLANEOUS

### Engraving Executive

If you are contemplating the installation of an art department and engraving plant and require the services of a thoroughly competent man to supervise the purchase and installation of equipment and conduct thereafter of the plant I am open to a proposition. Experienced in both practical and executive departments on highest grade color work for process and offset printing. Address, Box 875, Printers' Ink.

## POSITIONS WANTED

### Advertising Writer

Who wants First Mortgage on my Services. My Ads produce Results. See my Samples. Seven Years' Experience. Box 865, Printers' Ink.

### Advertising Solicitor Open for Position

Advertising manager of proven sales ability, thoroughly experienced in all forms of advertising, desires to solicit advertising contracts in Middle Western territory for strictly high grade technical or trade paper, after December 31, on salary and commission basis. Proposition must be worthy of capable man. Box 864, Printers' Ink.

### "COPY WRITER"

Expert technical and semi-technical publicity. Automobiles and accessories; motor boats, paints and varnishes, textiles, engineering subjects. Moderate charges. Will also attend to direct by mail follow-up and all campaign details. Box 868, Printers' Ink.

**SALES PROMOTION:** Actual copies of correspondence—house organ write-ups—marketing recommendations—in present connection, sent to representative house desiring college graduate in early thirties, with trend for promotive work of every character and exceptional mail training. Address, Box 863, P. I.

### MR. ADVERTISING AGENCY

Haven't you a connection that needs a good Advertising and Sales Manager ahold of the reins. One that young—live—up-to-the-minute—full of red blood and practical?

Open for connection Now, to get ready for 1920. Salary no consideration until ability has been Proven. Write or wire full particulars. W. Lee Henry, 811 Polk Ave., Memphis, Tenn.

**ADVERTISING MANAGER,** 40, desires position. Broad sales and advertising experience including national campaigns, dealer-help service, sales, promotion, salesmen's training classes etc., etc. I have a distinctly specialized training that will be appreciated by anyone looking for a high grade man. Address, John J. Johns, Printers' Ink, 1 Beacon St., Boston, Mass.

**YOUNG MAN, 30, 16 YEARS IN PUBLICATION FIELD, 6 YEARS** assistant to advertising manager of well-known trade journal, wishes position of like character. Soliciting experience but no regular advertising writing. Best of reference. Box 871, Printers' Ink.

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**MR. PROGRESSIVE ADVERTISING  
& SALES MANAGER**

Haven't you a place for live, wide-awake Assistant? Having twelve years actual selling experience. Three years Advertising and Selling.

Know actual conditions and how to handle sales force. Will accept good offer on probation. All references. W. Lee Henry, 811 Polk Ave., Memphis, Tenn.

**Account Executive**

Wants broader opportunity. For five years prior to the war, in prominent New York agencies, first as copy man, then as account manager, making contact with the advertiser and directing the execution of all details of the advertising work for several of the agency clients. Looking for a similar post, handling accounts in large agency, or will be interested in position as advertising manager. 28 years old, engineering graduate. Ex-Captain, Corps of Engineers. Salary secondary to opportunity. Location unimportant. Box 872, Printers' Ink.

**MR. SPECIALTY  
MANUFACTURER:**

I am a Specialty Advertising and Sales Manager, who graduated thru the school of practical experience. For the past few years have specialized in lay out work for specialty manufacturers. Have personally come into contact with conditions of trade, create Advertising and Selling campaigns that are original, get full co-operation from Sales Force, because I am human. Well known in Drug and Grocery Field. If you can use Young-Red-Blood write or wire particulars. W. Lee Henry, 811 Polk Ave., Memphis, Tenn.

Yale graduate with wide advertising and editorial experience, a specialist in house organs and selling ideas, now employed by one of the largest corporations in America in a responsible position. desires to make a change to an environment where initiative, tact, education and horse sense will be paid a price commensurate with their importance. Address, Box 867, Printers' Ink.

**YOUNG MAN, SOME AGENCY** experience, I. C. S. student, desires position with small agency, or as assistant to advertising manager. Philadelphia area. Willing to start at moderate salary. Box 870, Printers' Ink.

**"ADVERTISING COPY WRITER"**

Expert technical and semi-technical publicity. Automobiles and accessories; motor boats, paints and varnishes, textiles, engineering subjects. Moderate charges. Will also attend to direct by mail follow-up and all campaign details. Box 869, Printers' Ink.

**Mr. Manufacturer—**

Demands for the man who can do BIG THINGS are greater than the supply.

I am stepping forward because I can do big things. My business is to create and lay out Advertising and Selling Plans, and to execute them. Educated thru the school of practical experience. If you can use a live, wide-awake Red-Blooded Leader, write or wire. W. Lee Henry, 811 Polk Ave., Memphis, Tenn.

**BINDERS FOR  
PRINTERS' INK**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

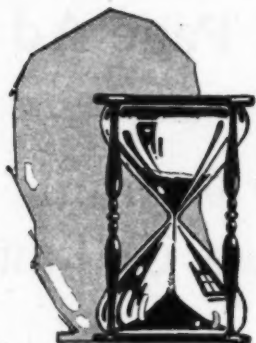
**PRINTERS' INK  
PUBLISHING CO.**

185 Madison Ave., New York

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